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ABSTRACT

Developed by the Marketing Task Force at Prince George's Community College (PGCC) in 1981, this report presents a plan which identifies educational service needs, recommends strategies for responding to those needs, and suggests a marketing approach. The report begins by providing background on the four-stage marketing process implemented during 1977-78. It then reviews the charge, membership, and perspective of the 1980-81 Marketing Task Force. Next, a situational analysis is presented which reviews PGCC's current share of the educational market, the interests of student consumers (i.e., non-traditional delivery modes, career-oriented programs, developmental studies, career planning, and community services), and the educational competition in the community. Specific marketing strategies are presented in the next section, in the categories of research, marketing mix, and process. A total of 96 marketing tactics are ranked by priority under these strategy categories, and the target market, office responsible, and planned completion date are provided. After an implementation schedule is presented, Appendix A provides marketing tactic action forms for each of the 96 strategies, including information on needs assessment, goals, procedures for action, success indicators, and costs. Appendix B presents a promotion calendar for each month from July 1981 through June 1982. (KL)

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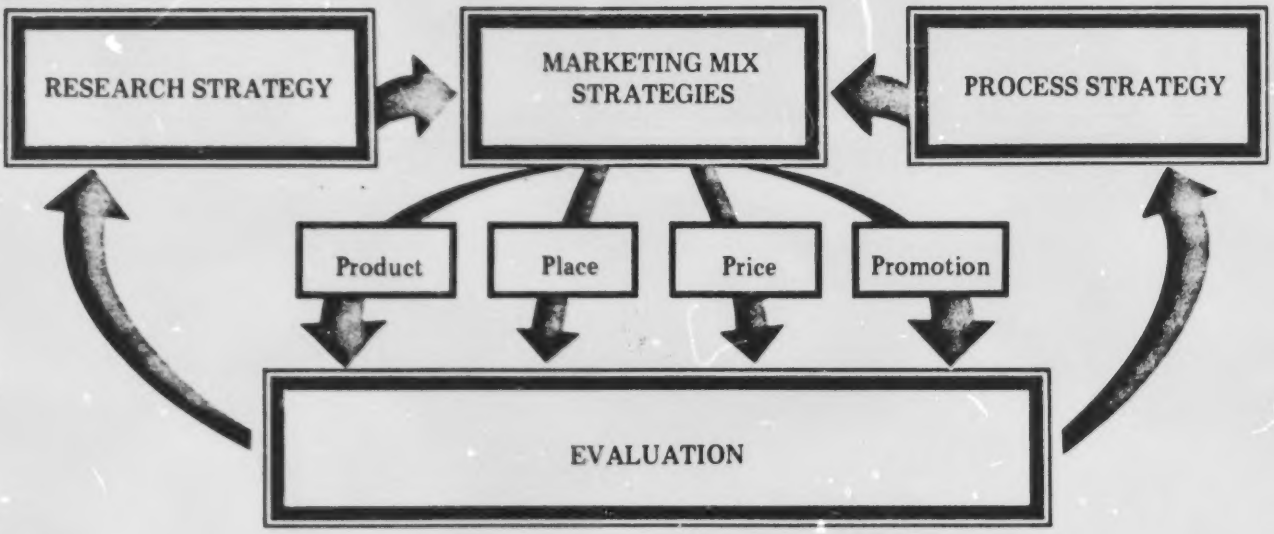
PGCC Marketing Plan 1981-1982



Editors: Isa N. Engleberg
Ernest R. Leach

Date: AUGUST 13, 1981

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Prince George's Community College
301 Largo Road
Largo, Maryland 20772

PRINCE GEORGE'S COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT

August 17, 1981

MEMORANDUM

TO: Members of the College Community

FROM: Robert I. Bickford
President

SUBJECT: Marketing Plan 1981-1982

To assure that Prince George's Community College remains responsive to the changing educational needs of its service area, the 1981-1982 Marketing Plan includes an analysis of the market, the potential consumers, and the competition. The tactics which have been approved for implementation emphasize both responsive programming and preservation of high educational standards for teaching and learning.

I want to thank the many members of the faculty, the student body, the classified staff and the administration who worked during the past year to develop this Plan. Further, I want to pledge my support to those of you who have responsibility for implementation during the coming year.

Finally, we should remind ourselves that no Plan, however well written, can be more effective than the people who implement it. One of the major marketing strengths of Prince George's Community College is a staff that is not only professionally competent, but exhibits a deep sense of personal commitment to students.

301 Largo Road. Largo. Maryland 20870 (301)336-6000

EXECUTIVE SUMMARY

The Marketing Task Force, appointed by President Robert I. Bickford, was charged with responsibility for identifying educational service needs, recommending strategies for responding to those needs and preparing a marketing plan by May 15, 1981. The following Plan represents the creative suggestions of more than one hundred faculty members, administrators, classified staff and students.

The Situation Analysis, pages 10 to 16, describes the College's share of the higher education market in Prince George's County, the attitudes of potential and former students toward the College and the geographical sources of students within the County. Market trends are noted including the decline in high school graduates, the increase in black enrollment, changes in tuition charges, increases in student financial aid and decreased revenue growth for the College.

Market research reveals that student consumers are increasingly older, minority, female, part-time and attending during the evening hours. Student interests and needs reflect more participation in non-traditional delivery modes, career-oriented programs, developmental studies, career planning services and community services. An analysis of the competition reviews attendance at other nearby colleges, transfers prior to graduation, conflicts with family, job and community responsibilities, and other options for formal and informal learning.

Specific Marketing Tactics are organized into three Strategy categories: Research, Marketing Mix, and Process. Pages 21 to 37 summarize 96 Marketing Tactics by identifying the target market, the tactic description, the office responsible and the completion date. Appendix A includes more specific data and an action plan for each Marketing Tactic. Appendix B presents a promotion schedule for fiscal year 1982.

The plan for implementation on page 38 provides for approval by the President and Deans, distribution of the Marketing Plan to the College Community and periodic evaluation and reports during the year.

MARKETING TASK FORCE REPORT

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BACKGROUND

MARKETING STRATEGIES 1977- 1978

- SERVICE
- PROMOTION
- DELIVERY
- EVALUATIONS

BACKGROUND

MARKETING STRATEGIES, 1977-78

In 1977, a Marketing Task Force was commissioned to develop a marketing plan in response to the stabilization of the College's enrollment. Although the absolute number of students had not declined, in the words of the Director of Institutional Research, "The enrollment was increasing at a decreasing rate." The 1977-78 Marketing Task Force developed a four-stage marketing process: SERVICE, PROMOTION, DELIVERY, and EVALUATION.

SERVICE

The SERVICE stage included the identification of services and/or programs for specific target markets. The discovery and description of market segments resulted in the identification of new target markets and the assessment of unique needs of these subpopulations of potential students. The changes in student profile reflected the increased demand for learning and support services that were responsive to the needs of a student population that was becoming increasingly older, part-time, minority, and female. The Marketing Task Force identified 30 potential target markets in four categories based on type of contact with the College: (1) Prince George's Community College Students, (2) Prospective Customer-Initiated Contacts, (3) College-Initiated Contacts with Community Adults, and (4) Public School Students.

PROMOTION

In contrast to the traditional "hard sell," greater attention was directed toward providing students with adequate information

upon which to make informed choices about educational programs and expected consumer outcomes for completion of those programs. In addition, promotional activities provided valuable market research data on the effectiveness of current programs and on future program needs. Out of a long list of suggested possibilities, 21 targeted promotion strategies were approved for implementation.

DELIVERY

In response to the concern about student attrition, targeted learning, support and outreach strategies were implemented to make the College more responsive to the needs of student consumers. A total of 31 strategies were developed: ten learning strategies ranging from revision of course syllabi to include expected instructional outcomes to the development of a course in career planning; fourteen support strategies including implementation of a third week warning letter for non-attenders, a career development center, and computerized on-line registration; seven outreach proposals expanding day and evening credit courses in summer sessions and at additional off-campus County locations.

EVALUATION

PROMOTIONAL STRATEGIES

Assessment components were designed to measure the effectiveness of each promotional strategy. Records were maintained documenting the total numbers of contacts and of those contacts, the numbers registering for credit courses or requesting services.

DELIVERY

Despite difficulty in measuring the cause and effect relationship of delivery services, the Spring-Fall attrition dropped from 47% in 1976 to 38% in 1977. The higher Spring-Fall retention rate has now been maintained for three years.

IMPACT ON ENROLLMENT

While enrollment in community colleges increased nationally only 3% for the two-year period 1975 to 1977 and enrollment had grown minimally at adjacent community colleges, Prince George's Community College experienced an average increase of 13% in student headcount and 10% in credit hours from 1976 to 1977. This growth reflected the combined impact of additional new students and additional returning students.

CONCLUSION

In recognition of the success of the marketing strategies, the President appointed the Dean of Student Affairs as the College-wide Marketing Coordinator and allocated approximately $40,000 to be used for marketing efforts. A significant portion of this budget was used to mail copies of each semester's class schedule to County residents. Since 1977, the College has continued to develop marketing strategies that are responsive to the diverse needs of its changing student population.

1980-1981 MARKETING TASK FORCE

- CHARGE
- MEMBERSHIP AND SCHEDULE
- SUBCOMMITTEES
- MARKETING PERSPECTIVE AND MISSION ANALYSIS

1980-81 MARKETING TASK FORCE

CHARGE

On July 30, 1980, President Robert I. Bickford commissioned a Marketing Task Force for the 1980-81 academic year. Dr. Ernest R. Leach, Dean of Student Affairs, and Dr. Joseph F. Shields, Dean of Evening and Community Education, were appointed as co-chairmen. In a letter sent to all Marketing Task Force members, President Bickford outlined the charge:

> As college enrollments begin to stabilize and the educational needs of our County change, it will become increasingly important to assure that promotional activities are appropriate and that programs and services are responsive the the needs of our changing student population. To address these challenges I am charging the Task Force to do the following:
>
> 1. Evaluate the effectiveness of current marketing strategies.
> 2. Identify new educational service needs in Prince George's County.
> 3. Recommend procedures for coordinating marketing efforts for credit and non-credit programs.
> 4. Recommend strategies for developing a consistent corporate image in publicity and publications.
> 5. Recommend promotional strategies for specific target markets.
> 6. Recommend strategies for improving student retention.
> 7. Identify institutional needs for market research.
> 8. Prepare a marketing plan for my review by May 15, 1981.

MEMBERSHIP OF THE 1980-81 MARKETING TASK FORCE

Dr. Ernest R. Leach	Dean, Student Affairs, Co-Chairman
Dr. Joseph F. Shields	Dean, Evening & Community Education, Co-Chairman
Ms. Isa N. Engleberg	Admin. Intern, Student Affairs/Faculty, Task Force Secretary and Report Editor
Ms. Audrey H. Ashie	Admin. Intern, Evening & Comm. Ed./Faculty
Ms. Jo-Ann H. Bonner	Director, College Publications & Information
Dr. David C. Borchard	Director, Center for Career Development
Mr. William Clutter	Acting Associate Dean, Community Services
Mr. Jacques DuBois	Program Director, Special Academic Areas
Mr. Peter Engel	Representative, Student Governance Board
Mr. Loren W. Felabom	Associate Dean, Business Affairs
Mr. Timothy Gallagher	President, Student Governance Board
Ms. Carolyn Harrison	Counselor, Human Development
Dr. Paul G. Larkin	Director, Institutional Research
Mr. Joseph L. Martinelli	Program Supervisor, IDEA
Ms. Leah K. Nekritz	Associate Dean, Learning Resources Center
Mr. Richard P. Profozich	Faculty, English Department
Mr. George Raley	Program Director, Records and Registration
Ms. Julia Rich	Admissions/Marketing Specialist
Mr. Sam Rosner	Faculty, Market Management
Ms. Rosanne R. Schoen	Personnel Officer
Mr. Carl C. Seldomridge	Director, Records and Registration
Mr. John L. Wiley	Program Director, Community & School Articulation

MARKETING TASK FORCE SCHEDULE

Charge to Marketing Task Force	**July, 1980**
Organizational Meeting: Philosophy and Structure	**September 10, 1980**
Marketing Task Force Meetings	**October 8, 1980** **November 5, 1980** **December 10, 1980** **February 4, 1981** **March 4, 1981**
First Draft of Marketing Action Forms	**April 1, 1981**
First Draft of Marketing Task Force Report	**May 6, 1981**
Marketing Task Force Report to the President	**May 15, 1981**

MARKETING TASK FORCE SUBCOMMITTEES

ADMISSIONS ADVISORY

Chairperson: John Wiley
Members:
David James, Extension Centers
Shirley Kallal, Evening Community Outreach
Hossein Moftakhar, Faculty, Social Science
Veronica Norwood, CETA Programs
Patricia Pearson, Admissions
Frank Scimonelli, Faculty, Music Department
Mary Jane Shearer, Evening Community Outreach
Kal Vozar, Business Technology

CONTINUING EDUCATION

Chairpersons: Joe Shields & Audrey Ashie
Members:
Jo-Ann Bonner, Publications and Information
Bill Clutter, Community Services
Jacques DuBois, Special Academic Areas
David James, Extension Centers
Veronica Norwood, CETA Programs
Rich Profozich, Faculty, Career English
Manuel Salguero, Management Institute

STUDENT RETENTION

Chairperson: Isa Engleberg
Members:
Jay Boyar, College Activities
Craig Clagett, Institutional Research
Pat Cunniff, Chemistry Department
Don Dresner, Counseling
Harold Guy, Sociology Department
David James, Extension Centers
Gail Woolf, Student

PUBLIC RELATIONS

Chairperson: Jo-Ann Bonner
Members:
Dave Drake, Publications and Information
Maureen Ickrath, Publications and Information
Jane Knaus, Publications and Information
Joe Mayer, Faculty, Art Department
John Wiley, Admissions

INTEGRATION OF CREDIT AND NON-CREDIT PROGRAMS

Chairperson: Carl Seldomridge
Members:
Bill Clutter, Community Services
Paula Duff, Community Services
Loren Felabom, Business Affairs
Pat Miller, Records and Registration
George Raley, Records and Registration
Tommy Schwartz, Computer Sciences
Leon Weaver, Admissions

FACT (Facilitating Achievement Through Communications Technology)

Chairpersons: David Borchard & Jacques DuBois
Members:
Robert Barshay, Associate Dean, English
John Beach, Faculty, Computer Technology
Craig Clagett, Institutional Research
Paula Duff, Community Services
Loren Felabom, Business Studies
Ruthanne Frathingtam, Student
Carolyn Harrison, Counselor
Joe Martinelli, Program Supervisor, AAFB
Alan Mickelson, Faculty, Media Services
Leon Weaver, Admissions
Vera Zdravkovic, Faculty, Physical Science

MARKETING PERSPECTIVE AND MISSION ANALYSIS

In recommending a marketing plan for Prince George's Community College, the Marketing Task Force observed that it is imperative that the proposed strategies reflect the philosophical mission of the Institution. The Task Force members made a commitment to develop strategies which would maintain and support the College's statement of philosophy:

> Prince George's Community College is a community-centered public institution concerned with the development of the potential of human resources in Prince George's County, Maryland. The College seeks to develop in the student a sense of self-reliance, and acts upon the belief that all who aspire and are qualified will achieve. It is dedicated to serving the educational and cultural needs and desires of the citizenry, by providing opportunities for those of post-secondary age and beyond to obtain the knowledge and skills required to achieve their potential and attainment of goals.
>
> Diversity of educational programming represents a commitment of the College: it provides two years of university-parallel courses; it offers technical and career education based upon manpower needs; and it extends opportunities to those citizens interested in the enrichment value of education through the offering of the resources of the College and its Community Services programs dedicated to providing a forum for accessibility to the total community.

In the process of developing strategies which serve this philosophy, the Task Force used the definition of marketing developed by Philip Kotler in Marketing for Nonprofit Organizations:

> Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offerings in terms of the target markets' needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets.

The similarities between the College's philosophical mission and the marketing definition evolved into a marketing perspective for the Task Force which emphasized the development of strategies designed to meet student needs, as well as organizational objectives.

Providing a framework for the Marketing Task Force's efforts were the College's long-range institutional goals:

1. Maintain the "open-door" policy.
2. Provide transfer, AA degree programs.
3. Provide occupational programs.
4. Provide instructional development.
5. Provide programs for talented and gifted students.
6. Maintain plan to identify community needs.
7. Provide human development services.
8. Provide continuing career education programs.
9. Provide community enrichment programs.
10. Provide career planning services.
11. Implement outreach programs.
12. Provide citizens with geographic accessibility to programs.
13. Provide educational resources to government agencies.
14. Provide educational resources to business and industry.
15. Offer facilities for community needs.
16. Continue program evaluation to determine program effectiveness in meeting community needs.

The strategies and tactics developed by the Marketing Task Force were designed to meet the above long-range institutional goals. With such a perspective, the marketing process became a means of achieving organizational objectives and designing the organization's offering in terms of the target markets' needs and desires.

SITUATION ANALYSIS

- MARKET
- STUDENT CONSUMERS
- COMPETITION

SITUATION ANALYSIS

The development of marketing strategies within any organization depends on a clear understanding and evaluation of the existing market situation. Situation analysis can reveal major practices, problems, and opportunities facing an organization and serve as a basis for more effective planning. The first task in this process is to establish the status of three significant factors--markets, consumers, and competitors. The following situation analysis attempts to organize and consolidate the extensive amount of research and information available on Prince George's Community College markets, consumers, and competitors:

Market

1. Market Share

a. % of County Residents (State Plan for Comm. Colleges in MD, 1981-1986)	In 1979, 1.89 percent of the County population enrolled at PGCC. The Maryland State average was 1.9%. Of all the County residents attending College in Maryland on a full-time basis, 45% selected PGCC; two-thirds of those County residents attending part-time selected PGCC.
b. % of High School Graduates (OIR* Report 81-2)	Since 1975, the percent of County graduates enrolling at PGCC has been approximately 16%. This percentage represented a total of 1,510 high school graduates in 1980.

2. Market Attitudes

High School Students (OIR Report 81-2)	A survey of public high school seniors indicated that PGCC compares favorably with its competitor colleges in cost and location and less favorably with respect to instructional quality and program variety. PGCC was the first choice of college for most of the students responding to the survey; the University of Maryland was second.

*OIR - Office of Institutional Research, Prince George's Community College.

3. Market Geography

a. Extension and Degree Centers (OIR Report 80-58)

In Fall 1980, more than 2,300 off-campus students accounted for 4,200 course enrollments in nine county extension centers. There were 194 course sections generating 12,400 credit hours. Andrews AFB and Eleanor Roosevelt High School accounted for almost two-thirds of this Activity.

b. County Sectors (OIR Report 81-7)

The student zip codes in Fall 1980 were distributed as follows:

Degree/Credit Students	Route 1 Corridor	27%
	Route 50 Corridor	31%
	Route 4 Corridor	26%
	Indian Head Hwy. Corridor	15%
	Inside Beltway	39%
	Outside Beltway	61%
Community Services Students	Route 1 Corridor	21%
	Route 50 Corridor	31%
	Route 4 Corridor	27%
	Indian Head Hwy. Corridor	21%
	Inside Beltway	43%
	Outside Beltway	57%

4. Market Trends

a. Decline in High School Graduates (P.G. County Pupil Personnel Figures)

It is estimated that the number of 12th grade students in Prince George's County will decline by 20% from 9,036 in Fall, 1980, to 7,262 in Fall, 1985.

b. Increase in Black Enrollment (OIR Report 81-4)

In 1970, Black students accounted for 9% of the College's degree-credit enrollment. In Fall 1980, Black degree-credit enrollment approached 5,000 and accounted for 36% of the College's student body. Black women accounted for two-thirds of the degree-credit increase since 1975.

c. Changes in Tuition (Office of Business Affairs)

Tuition for County residents has increased from $10.50 per credit hour in Fall, 1972 to $22.00 per credit hour in Fall, 1981. Proposed changes in the residency requirements may lower tuition costs for military personnel, community services students, new county residents, and employees of county businesses. State law has enabled senior citizens to attend community colleges at no tuition cost.

d. Increases and Changes in Financial Aid (SBHE Form S-5, Veteran's Affairs Office)

Since 1975 the total unduplicated number of financial aid recipients has increased 771% from 691 in 1975 to 5,332 in 1980. In Fall 1980, 39% of the degree-credit students at the College received some form of financial aid. The impact of proposed changes in Federal financial assistance criteria and grants has yet to be determined. In addition, 1337 students are receiving Veterans' benefits. Impending delimitation dates for eligibility may seriously reduce the number of students who qualify for Veterans' aid.

e. Decreased Revenue Growth (PGCC Budget, State Board of Comm. Colleges)

The relative stabilization of enrollment and revenue in light of double digit inflation has imposed increased fiscal constraints on the College. The portion of State aid to Maryland community colleges has declined from 50% of total funding ten years ago to 43% five years ago to 38% for the 1981-82 academic year. At the same time, increasing compensation costs (salaries and benefits) now account for 83% of the total College budget.

Student Consumers

1. Enrollment (OIR Report 80-15 & Community Services Office)

The total College enrollment for Fall 1980 was approximately 20,000; 13,747 were credit students.

2. Demographics (OIR Reports 80-7, 80-51)

a. Age

In Fall 1980, 35% of PGCC students were under 21, 24% were 21-25, 25% were 26-35, and 16% were over 35. The increase in older students can be compared to 1970 when 52% were under 21, 27% were 21-25, and 21% were 26 and over. Although the potential pool of 18-22 year olds will decline during the 1980's there will be a dramatic increase in the number of 26-36 year olds living in the County.

b. Race

Of the 13,747 credit students enrolled in Fall 1980, 59% were white, 36% were black, and 5% belonged to "other" races.

c. Sex

In Fall 1980, 59% of PGCC credit students were female and 41% were male. In Fall 1970, 36% were female and 64% were male.

d. Part-time

In Fall 1980, 68% of PGCC students were enrolled on a part-time basis; 32% were full-time. In Fall 1970, 46% were part-time; 54% were full-time.

e. Day/Evening Students (OIR Report 81-14)

In Fall 1980, 43% of PGCC students were enrolled in only evening classes; 46% were enrolled in day classes; 11% were enrolled in both day and evening classes. In Fall 1970, 25% were enrolled in only evening classes; 61% in day classes; 14% in both. Evening students were more likely to be part-time, over age 25, black and married. Evening classes at Largo have accounted for 1/5 of the College's credit hours for over five years.

3. Interests and Needs

a. Delivery Modes (OIR Report 81-17)

In addition to more traditional delivery modes (day and evening, on-campus classes and extension centers), special programming (Saturday, Weekender, Telecredit and Newspaper) courses are a growing component of course delivery modes. Fall 1980 saw little change in the total number of sections with the exception of an increase in Extension Centers and Special Program sections.

b. Curriculum Type (OIR 80-51, 80-7, 80-59)

Since 1970, the number of students in career curricula has grown 43%, from 1,018 in 1970 to 5,426 in 1980. In Fall 1980, 39% of credit students were enrolled in a career curriculum, 41% in a transfer curriculum, 20% undeclared majors. In Fall 1970, only 16% were enrolled in a career curriculum, 66% in a transfer curriculum, 18% undecided majors. Since 1975, the number of students in Business Technology has doubled; the number in Data Processing has tripled. Enrollment in General Studies and Arts and Sciences has remained constant.

c. Developmental Studies (OIR Report 81-18, 80-7, Status Report on Testing, Assessment, and Placement of Students, April 9, 1981)

In Fall 1980, approximately one-third of first-time students who were tested needed Developmental English, Math and/or Reading. The number of enrollments in developmental courses has increased from 1,265 in Fall 1970 to 2,200 in Fall 1980.

d. Career Planning (Career Development Report, 1979-80 Student Affairs Annual Report)

In FY 80, 6,256 students used career development services. The number of Career Development and Life Planning course sections has increased from 3 in Spring, 1979 to 11 in Spring, 1981. Of the students responding to the College Activities Registration Questionnaire in Fall 1980, 47% requested career assistance. Over 60% of new students taking the C.G.P. test indicate a need for career planning assistance.

e. Human Development (Human Development Report, 1979-80 Student Affairs Annual Report)

In five years, the number of student contacts made by counselors and educational advisors has increased by 124%, from 29,753 in FY 74 to 66,565 in FY 79. In Fall 1980, 82% of first-time degree-seeking students were administered the CGP test. Of these tested students, 85% met with counselors and advisors for test interpretation and educational planning.

f. Community Services (Community Services Report)

The total Community Services enrollment for Fall 1980 was 7,067 students--122 Children's Developmental Clinic, 105 College Prep, 4,546 Informal Courses, 308 Conferences, 724 Management Institute, and 1,262 Senior Citizens. These figures exclude CETA programs.

4. Success Levels

a. Within-term Attrition (OIR Report 81-16)

The College-wide success rate for Fall, 1980 coursework was 71%. This was virtually the same as the 72% of the previous three Fall terms. Health Technology and Physical Education continued to have high pass rates. Science and Math courses and Developmental Studies had again the lowest pass rates. In most disciplines, introductory courses had lower pass rates. Eight-week courses and courses taught audio-tutorial had pass rates above the College average. Telecredit and courses taught by the Personalized System of Instruction had pass rates below the College average. Fourteen percent of all course enrollees withdrew during the semester. Most students dropped after the eighth week of class. Those withdrawing gave work conflict and academic difficulty as the most frequent reasons.

b. Between-term Attrition (OIR Report 81-16)	Two-thirds of the students enrolled in Fall 1980 returned for classes in Spring 1981. Only one-third of Undeclared Majors returned. Students in career curricula were more likely to return than those in transfer programs.
c. Satisfaction Indices (OIR Follow-up Surveys)	A 1980 follow-up survey of first-time students in 1976 indicated that 93% of the respondents were satisfied with their program at PGCC; 96% were satisfied with the College as a whole. A survey of 1978 graduates indicated 97% were satisfied with their program; 98% were satisfied with the College as a whole.

Competition

1. Other Colleges (SBHE Report, OIR Report 81-2)	In Fall 1980, of the 12,812 County residents attending a Maryland College full-time, 4,035 attended PGCC; 5,787 attended University of Maryland/College Park. Of the 13,507 County residents attending as part-time students, 9,045 attended PGCC; 1,535 attended the University of Maryland, College Park and 1,977 University of Maryland, University College. Bowie State College enrolled 621 full-time County resident students; 344 part-time.
2. Early Transfers (OIR Report 80-48)	Many students transfer to other colleges prior to completion of their community college program. Two-thirds of the PGCC transfers to the University of Maryland transferred less than 60 credits; 28% transferred less than 30 credits. Fifty-five percent of those transferring to other State colleges have earned less than 60 credits.
3. Conflict with Family/ Community Responsibilities (OIR Report 80-51, CGP Data)	In 1980, 32% of all credit students were married. In Fall 1980, 83% of CGP-tested students were employed. The responsibilities of Family and career, in addition to participation in community activites, place numerious demands on students. Time considerations become a significant factor in student decision-making about college.

4. Other Options for Continuing Education

Opportunities for continuing education offered through employment, community agencies, private propriety schools, and self-directed learning are plentiful. Potential students may choose these means instead of, or in addition to, formal higher education.

5. Price
(Fall, 1981 Tuition Data, Area Colleges)

Cost per credit hour at area Colleges and Universities varies significantly; PGCC is the least expensive.

College	Cost/Credit Hr. (Fall, 1981)
Prince George's C.C.	$ 22.00
Bowie State College	$ 35.00
University of Maryland	$ 51.00
George Washington Univ.	$150.00
American University	$175.00

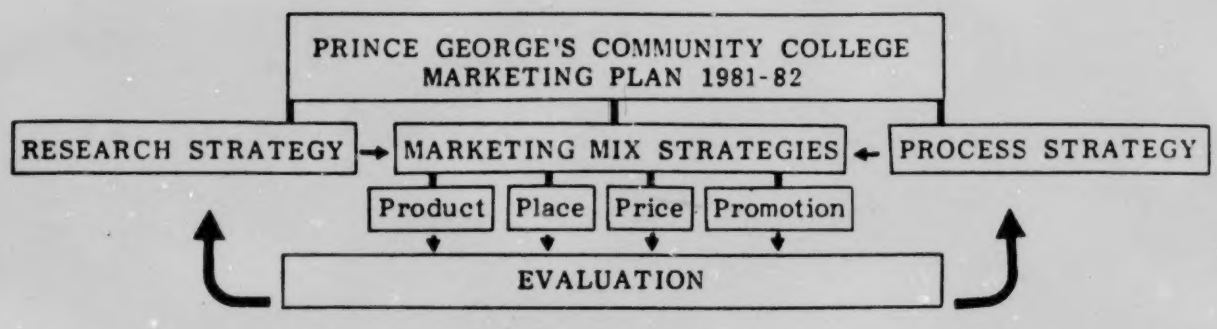
6. Market Position
(OIR Report 80-48, 81-2)

Although follow-up surveys indicate high levels of satisfaction among those students attending PGCC, the high school student survey indicated PGCC compares favorably with competitors in cost and location but less favorably with respect to institutional quality, program variety and the variety of co-curricular activities available. For older students, PGCC will only be competitive if delivery times and locations are compatible with family, job and community responsibilities, and are perceived as more valuable than other options which have traditionally consumed adults descretionary time.

MARKETING STRATEGIES AND TACTICS

- **RESEARCH STRATEGY**
- **MARKETING MIX STRATEGIES**
  - **Product**
  - **Place**
  - **Price**
  - **Promotion**
- **PROCESS STRATEGY**
- **MARKETING TACTICS**

MARKETING STRATEGIES



The above diagram represents the organizational design of the Marketing Plan. The proposed marketing tactics are divided into three large strategy categories: RESEARCH, MARKETING MIX, and PROCESS. Success indicators for each marketing tactic are included in the EVALUATION component of the Marketing Plan.

RESEARCH STRATEGY

The Research Strategy represents those tactics which are designed to gather, interpret, and/or analyze data on the market, student consumers and/or competition. Research tactics provide the vital needs assessments which precede the implementation of marketing mix strategies.

MARKETING MIX STRATEGIES

The Marketing Mix represents those strategies which are intended to reach, serve and satisfy target market groups. The Marketing Task Force adopted the most widely-used classification of strategies in the marketing mix: PRODUCT, PLACE, PRICE and PROMOTION.

PRODUCT	Courses, programs, people, services and facilities offered by the College that are purchased by and benefit the student.
PLACE	Location, time, and type of instruction made available and accessible to students.
PRICE	Student investments of money and time in exchange for a College product.

PROMOTION — Communications designed to provide adequate information upon which students can make informed decisions about educational programs.

PROCESS STRATEGY

The Process Strategy provides a framework which integrates marketing into the regular planning processes of the College. Therefore, the Marketing Process is not supplemental to institutional planning, but becomes an inherent part of the establishment and implementation of institutional goals and objectives. To be successful the Process Strategy must include all constituencies within the institution including, faculty, administrators, classified staff and students. In addition to the specific Marketing Tactics which are generated by this Strategy, the Marketing Process Strategy provides an opportunity to solicit creative ideas from all members of the College Community and formulizes a communication network that transcends department, division, and area boundaries.

EVALUATION

For each marketing tactic, the Action Form specifies Success Indicators. These indicators are designed to function as criteria for evaluating tactic implementation and success. Also, the Evaluation component provides feedback to the Research and Process Strategies. Thus, Evaluation serves two purposes: the evaluation and revision of Marketing Mix tactics and the feedback-induced modification of Research and Process Strategies.

MARKETING TACTICS

Situation Analysis and Strategy organization provided the framework for the development of specific Marketing Tactics. Tactics are summarized on uniform Action Forms which include the following components: Target Market, Needs Assessment, Market Goal, Market Tactic, Completion Date, Office Responsible, Action Plan and Deadlines, Success Indicators, and Cost.

In order to obtain College-wide input and awareness, special efforts were made to involve the entire College community in the development of Marketing Tactics. The OWL, the Student Newspaper and FOCUS, the College Newsletter, published several articles reporting on the progress of the Marketing Task Force. All College personnel were invited to a special meeting of the Marketing Task Force in February at which a nationally recognized Marketing consultant and the members of the Marketing Task Force discussed the Marketing process and analyzed the developing Marketing strategies. A Survey conducted through the Faculty Senate was used to inform and obtain feedback from the faculty on proposed student retention tactics. In addition, the progress of the Marketing Task Force was widely publicized through monthly distribution of Task Force minutes to all Divisions of the College. As a result of the effort to involve the entire College community, many administrators, faculty, and classified staff members, who were not part of the formal marketing process, recommended tactics to the Task Force.

One hundred and thirty-three Action Forms were considered by the Marketing Task Force. To evaluate Tactics, criteria were developed which included both standards and parameters. Each Action Form Tactic was judged according to the extent to which it met the following criteria:

Maintenance of Standards/Institutional Mission
Cost Effectiveness
Validity (Tactic will accomplish Market Goal)
Responsiveness (Tactic is responsive to consumer needs)
Generation/Preservation of Revenue
Immediacy of Implementation

A total of 112 Tactics ranked by priority under each Strategy category were recommended by the Marketing Task Force. After careful review by the President and the Deans, 96 Tactics were approved for implementation and are included in the Marketing Plan. Action Forms for each Marketing Tactic appear in Appendix A. The following charts summarize the Marketing Tactics, within Strategy Categories, which have been approved for the 1981-1982 Marketing Plan.

RESEARCH STRATEGY

RESEARCH STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
People who are admitted but do not register	1.* Develop and administer phone survey to target market.	Extension Centers; Records and Registration; Admissions	May, 1982	1
Students withdrawing for job/study conflict reason	2. Administer questionnaire to students listing job/study conflict as primary reason for withdrawing.	Extension Centers; Human Development	May, 1981	2
Academic Dept. with low pass rates	3. Develop model and conduct studies requested by targeted departments.	Academic Departments; Institutional Research	Fall, 1982	3
Community Services	4. Review research procedures for credit division and implement similar strategies for non-credit areas.	Community Services; Institutional Research	December, 1981	4
Minority (Black) Residents	5. Conduct assessment of Community Services offerings for target group.	Community Services	August, 1981	5
Senior Citizens	6. Conduct survey to recruit Senior Citizens into Community Service faculty.	Senior Citizens Office	December, 1981	6

* Number corresponds to Marketing Tactic Action Form in Appendix A.

MARKETING MIX STRATEGIES

- Product
- Place
- Price
- Promotion

PRODUCT STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
All students	7. Combine record keeping and registration for Community Services and credit courses.	Records and Registration; Community Services	Fall, 1983	1
High achievement students	8. Develop honors program for target market.	Dean, Arts and Sciences	December, 1981	2
Prospective students	9. Develop a single admissions application for credit and non-credit courses.	Admissions; Community Services	Spring, 1982	3
Students needing study skills and orientation assistance	10. Offer a College Orientation course for target market.	Instructional Development Human Development	Summer, 1982	4
Chemistry and Accounting students	11. Add out-of-class time requirements to syllabi in Chemistry and Accounting.	Chemistry; Accounting	Spring, 1982	5
Working professionals seeking career enrichment or change	12. Offer pilot of self-paced EDU 131 course for target market through Management Institute.	Management Institute; Career Development	January, 1982	6

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Unemployed, under-employed, undecided	13. Develop pilot program to prepare students for entry level employment in a selected industry.	Community Services	January, 1982	7
Part-time students	14. Send letter to part-time students (1) encouraging CGP taking (2) encouraging advisement.	Admissions; Human Development; Extension Centers	Spring, 1982	8
County Small Business Owners	15. Develop courses for small business owners.	Management Institute	January, 1982	9
Military Students	16. Participate in "Serviceperson Opportunity College" network.	Special Academic Areas	Fall, 1982	10
Non-traditional Students	17. Increase number of self-contained courses through "Directed Learning" by adapting self-contained courses.	Special Academic Areas	September, 1982	11
First-time enrolled students	18. Implement survival-oriented Orientation Program with sessions to assist special student groups.	College Activities	Fall, 1981	12

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Students enrolled in cancelled classes	19. Implement telephone notification system for students enrolled in cancelled classes.	Associate Deans	Fall, 1981	13
Re-entry Women	20. Establish re-entry women orientation for target market.	Special Academic Areas; Women's Concerns Committee; College Activities	January, 1982	14
Professional associations and non-profit agencies	21. Initiate course/conference to meet needs of target market.	Outreach; Management Institute; Community Services	October, 1981	15
Students adding or dropping in first week of class	22. Provide assistants for students in add/drop lines.	Records and Registration	Fall, 1981	16
Adult Students	23. Study assessment procedures to evaluate prior experiential learning.	Special Academic Areas; Academic Deans	Spring, 1982	17
County and Local City Governments	24. Develop course offerings to meet target market needs.	Management Institute	Fall, 1981	18

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Unemployed clerical workers	25. Expand word processing offerings and develop certificate program.	Community Services	Fall, 1981	19
Probationary students	26. Develop and implement stronger and tightly controlled advisement.	Human Development	Fall, 1981	20
Students realistically, unrealistically, decided or undecided on career plans	27. Develop career planning and advisement offerings based on needs assessment of target groups.	Career Development; Human Development	May, 1983	21
County Senior Citizens	28. Establish a Health, Exercise and Fitness Program at several County locations for target market.	Senior Citizens Office	September, 1981	22
Hospital and Health Career Professionals	29. Develop mini-courses and/or conferences to meet target market needs.	Community Services; Allied Health Division; Management Institute	September, 1981	23
Shopping Centers, Industrial Parks, Mini-warehouse Facilities	30. Develop courses based on needs assessment to personnel at targeted facilities.	Institutional Research; Management Institute	Fall, 1981	24

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Developmental Students	31. Offer 2-hour block schedule courses linking social science or humanities with developmental reading courses.	Instructional Development; Humanities Division; Social Science Division	Fall, 1982	25
Senior Citizens	32. Train senior citizens for service as child care personnel.	Senior Citizens Office	Fall, 1981	26
All registering students	33. Develop screening and procedures for each instructional area.	Academic Deans; Computer Science	Spring, 1982	27
Unemployed and underemployed in Health Service Industry	34. Develop programs for entry into health care field.	Community Services	January, 1982	28
Senior Citizens	35. Develop placement and/or training program based on survey needs assessment of target market.	Senior Citizens Office	January, 1982	29
International Students	36. Provide in-service training program for staff who interact with International students.	Personnel; Human Development; Admissions	June, 1981	30

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Underemployed, undecided students and County Residents	37. Develop certificate program in data processing on and off campus.	Community Services; Computer Science	July, 1981	31
Undecided, under-employed, unemployed students and County Residents	38. Develop and publicize Career Development offerings to target market.	Community Services; Career Development	July, 1981	32
Labor Unions	39. Establish advisory committee to develop apprentice-type courses.	Community Services; Management Institute	Summer, 1982	33
Students who complete 30 credits	40. Send letter to targeted students pointing out advantage of completing their program.	Student Affairs	December, 1981	34
Non-traditional students (women)	41. Establish external AA Degree which eliminates or reduces number of hours required as residency credits.	Special Academic Areas; Academic Deans	September, 1982	35
Senior Citizens	42. Develop senior citizen volunteer training program for Community Services College for the Living.	Senior Citizens Office	Fall, 1981	36

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Legal professions	43. Develop mini-courses and/or conferences to meet target market needs.	Community Services; Management Institute; Institutional Research	September, 1981	37
Unemployed and underemployed in building trades	44. Develop pilot program to prepare students for entry into building trade.	Community Services	January, 1982	38
Federal Government Agencies, including Military	45. Offer skills and behavioral training courses required by agencies in County.	Management Institute	Spring, 1982	39
Students seeking occupational skills and degree credits	46. Develop certificate programs with credit and non-credit modules for target market.	Special Academic Areas; Academic Deans	Fall, 1982	40
New private businesses	47. Develop training courses and program to meet needs of new businesses.	Management Institute	Fall, 1981	41
Senior Citizens	48. Establish a swimming program for target market.	Senior Citizens Office	Fall, 1981	42

PRODUCT STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Senior Citizens	49. Develop senior citizen volunteer training program for Community Services Youth Arts Project.	Senior Citizens Office	Fall, 1981	43
Mentally retarded adults	50. Plan and publicize program for target market.	Community Services; College for Living	Fall, 1981	44
Deaf Adults	51. Establish program for deaf taught in sign.	Community Services	Fall, 1981	45

PLACE STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Accounting 103 students who need Accounting 100	52. Offer sections of Accounting 100 which open 5 weeks after semester begins.	Records and Registration; Technical and Career Ed.; Accounting	Fall, 1982 Spring, 1983	1
Evening Students	53. Establish a class/course schedule based on assessment of evening student preferences.	Evening and Community Ed.	August, 1982	2
Military Students	54. Develop and make available at AAFB self-contained courses based on video "directed learning" system.	Special Academic Areas	January, 1982	3
Evening, part-time students	55. Establish eight-week courses at on-campus and extension center locations.	Extension Centers and Special Programs; Evening and Community Ed.	May, 1982	4
Re-entry, career changer, non-traditional student	56. Expand career course offerings to target market at more times and places.	Community Services; Career Development; Women's Concerns	Spring, 1982	5
Shopping Mall customers, personnel and near-by residents	57. Establish extension/outreach centers in shopping malls for target market.	Admissions; Special Academic Areas	September, 1982	6
Continuing Education students	58. Implement systematic interactive communication process for target market as alternative delivery mode.	Records and Registration; Computer Center; Special Academic Areas	Spring, 1982	7

PRICE STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
All PGCC credit program students	59. Send mass mailing to all credit program students including financial aid program description and application form.	Financial Aid	May, 1981	1
High Schools and Community groups	60. Conduct financial aid workshops for high school and community groups between December and March 15.	Financial Aid	March, 1982	2
Continuing Credit Students	61. Show financial aid videotape once each semester to PGCC students.	Financial Aid; Media Services	Spring, 1982	3

PROMOTION STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
P.G. high school students	62. Schedule faculty to meet with County high school personnel.	Admissions; Associate Dean of Social Science	Spring, 1982	1
High school student government leaders	63. Host leadership seminars at PGCC.	College Activities Office; Admissions	Fall, 1981	2
P.G. County Adult Organizations	64. Contact adult groups via mail, telephone.	Admissions	May, 1981	3
High School PTA's	65. Provide speakers from College for PTA's	Admissions	May, 1981	4
P.G. County Residents	66. Make County residents more aware of College through various forms of media.	Admissions; Publications and Information	May, 1981	5
People who call Admissions for Information	67. Develop and administer admissions tracking form to target market.	Admissions	Fall, 1981	6

PROMOTION STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
All markets	68. Develop corporate image (standardize type, logo, stationary, signage, etc.)	Publications and Information	January, 1982	7
Prospective Community Services students	69. Develop more extensive promotion of Community Services offerings.	Community Services; Publications and Information	Summer, 1981	8
Talented and Gifted Children	70. Conduct needs assessment and establish regular communication with TAG personnel and parents.	Community Services	Summer, 1982	9
Students applying and registering	71. Place signs/arrows, flyers and advisement stations as guides to applicants and registrants.	Publications and Information	Fall, 1981	10
All markets	72. Develop standardized format for all publications.	Publications and Information	Spring, 1982	11
All markets	73. Install clear directional signs on campus.	Publications and Information; Physical Plant; College Planning	December, 1981	12

PROMOTION STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Former students	74. Communicate to target group about advantages of and opportunities for continuing education.	Evening and Community Ed.; Publications and Information	December, 1981	13
Physically Handicapped Adults	75. Contact and inform handicapped about College facilities.	Community Services; Publications and Information	Spring, 1981	14
P.G. County high school students	76. Develop and distribute 90 minute Career/Life Planning Program	Admissions; Records; Career Development	September, 1981	15
All markets	77. Develop College slogan to be used on all advertisements.	Publications and Information	Fall, 1981	16
Prospective students	78. Develop time schedule and series of communications to target market.	Admissions; Publications and Information	Fall, 1981	17
Uncommitted students; Undeclared majors	79. Advise targeted students of career development services via mail.	Human Development; Career Development; Records and Registration	November, 1981	18

PROMOTION STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
Successful CETA completers	80. Advise of program offerings and other support services at College.	Records and Registration; Admissions; Community Services; Financial Aid	September, 1981	19
Senior Citizens	81. Develop video-tape presentation of senior citizens in various programs for target market.	Senior Citizens Office; Publications and Information	September, 1981	20
All markets	82. Use standardized typeface Clarendon, on all official College publications.	Publications and Information	Fall, 1981	21
Federal/County/ Business organizations	83. Create bi-monthly direct mail, personal contacts, etc., schedule for target market.	Management Institute; Publications and Information	September, 1981	22
All markets	84. Develop College logo to be used on all printed matter.	Publications and Information	Fall, 1981	23
Families with children in grades 2 through 10	85. Coordinate and promote adult and youth course into compatible time frames.	Community Services; Publications and Information	Spring, 1982	24

PROMOTION STRATEGY (cont.)

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
All markets	86. Place new sign on corner of Rt. 202 and Campus Way South.	Publications and Information; Physical Plant	Spring, 1982	25
Community	87. Co-sponsor sports event (10 kilometer race) with local radio station.	Publications and Information	Fall, 1981	26
Hispanics, Indo-Chinese, Minorities	88. Develop specialized forms of communication for foreign and minority target markets.	Extension Centers; Publications and Information	August, 1981	27
All markets	89. Sponsor one-day College Fair.	Publications and Information; College Activities	Spring, 1982	28
Youth Arts Project (grades 3-10)	90. Develop communication network related to arts and arts education for youth.	Community Services; Publications and Information	Summer, 1981	29
Former MANDAT students of Morgan State Univ.	91. Contact and encourage enrollment at PGCC.	Admissions; Human Development; Evening and Community Ed.	September, 1981	30

PROCESS STRATEGY

PROCESS STRATEGY

TARGET MARKET	TACTIC	OFFICE RESPONSIBLE	COMPLETION DATE	RANKING
College Community	92. Continue the Marketing Task Force.	President	August, 1981	1
Classified Staff	93. Implement orientation program for all full-time and part-time Classified Staff.	Personnel; CSO	Spring, 1982	2
Potential cable television subscribers	94. Create advisory committee to develop priorities and policies for cable television activities.	Special Academic Areas	September, 1981	3
Women Students	95. Institutionalize the "Women's Concerns Committee" with formal objectives and budget.	Evening and Community Ed.	March, 1982	4
Faculty and Administrators	96. Present Retention Workshop for Fall Orientation.	Extension Centers	August, 1981	5

IMPLEMENTATION

IMPLEMENTATION

The strategies and tactics included in this Plan represent the creative thinking of more than one hundred faculty, administrators, classified staff and students who have served on committees or submitted suggestions. Ted Levitt, professor at Harvard University's Graduate School of Business observed that, "Creativity is thinking up new things. Innovation is doing new things." The challenge now is to move from ideas to action.

To be effective, marketing strategies and tactics must be an integral part of the management process of the College. The recommendations included in this Plan have been submitted to the President for review by and assignment of responsibility to the Deans. These approved tactics constitute the Marketing Plan for 1981-82 which will be distributed to members of the Board of Trustees, all administrators, full-time faculty and representatives of the students and classified staff. Evaluation will continue throughout the coming year with status reports of achievements published each semester. The following schedule specifies deadlines for implementation:

Submission of Marketing Report to the President	**5/15/81**
Response and Comments from Deans to the Pres.	**5/29/81**
Approval by the President	**6/12/81**
Printing of Marketing Plan 81-82	**7/31/81**
Information Item to Board of Trustees	**8/13/81**
Distribution to College Community	**8/17/81**
Fall Semester Status Report	**10/30/81**
Spring Semester Status Report	**4/2/82**

APPENDIX A MARKETING TACTIC ACTION FORMS

- **RESEARCH STRATEGY**
  - Research Tactics 1-6
- **MARKETING MIX STRATEGIES**
  - Product Tactics 7-51
  - Place Tactics 52-58
  - Price Tactics 59-61
  - Promotion Tactics 62-91
- **PROCESS STRATEGY**
  - Process Tactics 92-96

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective students who fulfilled all admissions requirements but did not register	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many students complete admissions procedures but do not register. Input from these potential students is needed to determine why they did not register and if there are implications for future marketing and recruitment strategies.

MARKET GOAL: To determine reasons why some admitted students do not register.

TACTIC: Design, develop and administer a telephone survey to gather input from the potential students who did not register.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1982	Admissions Extension Centers & Spec. Prog. Computer Science Center	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Design and develop a telephone questionnaire	September, 1981
2. Develop computer program	December, 1981
3. Get list of names, addresses and phone numbers of target group from Computer Science Center	January, 1982
4. Administer telephone questionnaire	February, 1982
5. Collect data and report preliminary findings	March, 1982
6. Finalize report, including recommendations and implications	May, 1982

SUCCESS INDICATORS:

(1) number of student responses and input to the telephone survey;
(2) discussion and implementation of proposed recommendations as a result of this project

COST: (Dollars, Man-hours)

Dollars - $50.00
Man-hours - 480

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students reporting job/study conflict as reason for withdrawal	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Conflict between job and studies has consistently been the number one reason given by students who formally withdraw from the College. A student profile is needed to identify these students and to determine if there are implications for future retention strategies.

MARKET GOAL: To discover strategies for retaining students who indicate they withdraw for job/study conflict reasons.

TACTIC: Develop and administer a questionnaire through the Human Development Office to students who list conflict between job and studies as their primary reason for leaving College.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1981	Extension Centers and Special Programs	Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop and administer a questionnaire	January, 1981
2. Meet with the Director of Human Development to request assistance with project	February, 1981
3. Collect data and report preliminary findings to Retention Subcommittee	April, 1981
4. Finalize report, including recommendations and implications to Student Retention Subcommittee	May, 1981

SUCCESS INDICATORS:

Discussion and implementation of proposed recommendations based on the findings of the project.

COST: (Dollars, Man-hours)

Utilize existing personnel and material

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Academic Departments with low pass rates	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Students withdraw or fail different courses for different reasons. Several Academic Departments (Chemistry, Accounting, Theatre) have had studies conducted which have determined reaons for low pass rates and recommended strategies which address those reasons. These Departments are engaged in the process of implementing selected strategies. Other Academic Departments with low pass rates could benefit from the same process.

MARKET GOAL: To retain students who withdraw or fail courses in Departments with low pass rates.

TACTIC:
1. Develop a model for studying low pass rate courses.
2. Conduct studies in areas requested by Departments and/or targeted by Institutional Research

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1982	Academic Departments Institutional Research	Student Retention Subcommittee

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Develop model for Departmental Study of low pass rate course(s) — Fall, 1981
2. Identify low pass rate courses in specific Academic Departments — Fall, 1981
3. Conduct selected studies — Spring, 1982
4. Make strategy recommendations based on study results — Spring, 1982
5. Implement strategies within Departments — Spring/Fall, 1982

SUCCESS INDICATORS:

Increased pass rates in academic areas where studies have been conducted and recommendations and strategies have been implemented.

COST: (Dollars, Man-hours)

Utilized existing personnel, equipment, and supplies.

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Community Services Students	

NEEDS ASSESSMENT: Many studies/surveys are developed for the college community that analyze market penetration, enrollment patterns, completion rates, etc. for credit course enrollments. There is little such data available for the non-credit area.

MARKET GOAL: Develop a data base for non-credit courses to assist with the recruitment and retention activities for Community Services.

TACTIC: Review present procedures and practices established for the credit division and implement similar strategies for the non-credit areas.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
December, 1981	Community Services Informal Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Establish a research and analysis committee for Community Services	July, 1981
2. Review present data and design a system and device(s) to compile additional information	September, 1981
3. If required, distribute surveys during the Fall 1981 semester	October, 1981
4. Compile data	December, 1981

SUCCESS INDICATORS:

(1) Increased enrollments, credit and non-credit
(2) Decrease in attrition

COST: (Dollars, Man-hours)

Man-Hours - 40

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Minority populations with emphasis on the Black population in P. G. County	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The Black population in P. G. County is 37%. The Black population in the College's credit program is 36%; and in the non-credit informal course offerings is only 18% as of Spring, 1979. Outreach efforts to determine program needs for this target population are recommended.

MARKET GOAL: To increase recruitment of minority students in the non-credit informal course offerings through an assessment of current program offerings and present outreach efforts.

TACTIC: Discuss Report No. 80-1:"Who are the College's Consumers and What Are Their Educational Needs" with Community Services personnel; determine potential minority target market and implications for future and continued marketing strategies, particularly personal outreach efforts.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
August, 1981	Community Services	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Discussion of Report No. 80-1 with the subcommittee	April, 1981
2. Meet with Community Services personnel to discuss tactics	May, 1981
3. Finalize recommendations	June, 1981
4. Implement recommendations	July-August, 1981

SUCCESS INDICATORS: Evidence of increased minority student enrollments, especially Blacks.

COST: (Dollars, Man-hours)

120 Man-hours; cost can be absorbed in current budget allocations.

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
Senior Citizens Population	

NEEDS ASSESSMENT: Senior citizens' expertise could be utilized in Community Services classrooms. There is little awareness or utilization of this expertise.

MARKET GOAL: Better utilization of senior citizen expertise.

TACTIC: Develop and conduct appropriate survey to recruit senior citizens into Community Services faculty capacities.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
December, 1981	Senior Citizens Office	Community Outreach Reps

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop appropriate form	August, 1981
2. Mail to senior citizens enrolled in traditional and non-traditional courses	September, 1981
3. Identify appropriate senior citizen organizations and conduct in-person surveys	Oct.-Nov., 1981
4. Recruit and interview for marketable courses	December, 1981

SUCCESS INDICATORS: Increase in senior citizens faculty positions for non-traditional courses.

COST: (Dollars, Man-hours)

Mailing cost for survey forms.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: All Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Record-keeping and registration for Community Services and credit courses are handled into two different offices. Consolidation of these two functions would be more efficient and would also present a more unified image of College registration services.

MARKET GOAL: To improve recruitment and retention by making the registration process and record-keeping functions more efficient.

TACTIC: Combine record-keeping and registration for Community Services and credit courses.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1983	Records and Registration Computer Science Center	Subcommittee for the combination of Community Services and credit course records.

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Move staff members from Community Services to Records Office	November, 1980
2. Redesign appropriate records and registration forms	January, 1982
3. Revise computer program to handle all Community Services and Records Office information in the same manner	Fall, 1982
4. Full implementation	Fall, 1983

SUCCESS INDICATORS: All record-keeping and registration functions will be housed in the Office of Records and Registration. All advertising, reporting, and services will be consolidated.

COST: (Dollars, Man-hours) Cost is zero to the institution because monies are transferred from Community Services to the Records Office. No new funds requested.

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
High Achievement Students	

NEEDS ASSESSMENT: Faculty members and surveyed students have expressed a need for and an interest in the development of a college-wide honors program. An Honors program could attract and benefit high calibre students -- young and old.

A feasibility study, completed June 1980, outlines the specifics of this College's interest; it likewise attempts to address the market within the community that would be served by this program.

MARKET GOAL: Increase recruitment and retention of high achievement students through the development of an Honors Program.

TACTIC: Devise an Honors Program consistent with:

1. The profiled needs/wants of county residents
2. The University of Maryland's parallel Honors program
3. The programs already under way in Maryland community colleges.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Stage I: June, 1981 Stage II: Dec., 1981	Dean of Arts and Sciences; responsibility delegate (through AIP) to John S. McCann	Student Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
Stage I: Establish Task Forces within Divisions Devise Statement of Purpose Define Program and managerial structure	June, 1981
Stage II: Obtain approval for and implement Honors Program	December, 1981

SUCCESS INDICATORS:

Implementation of Honors Program by Fall, 1982

COST: (Dollars, Man-hours)

Present resources are adequate.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective Students	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Students have complained that the Admissions process is too complicated. Students also must utilize two forms for credit and non-credit courses.

MARKET GOAL: To improve recruitment by simplifying admissions procedures.

TACTIC: Develop a single, simplified admissions application for credit and non-credit courses.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Admission Office	FACT

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Representatives of Records & Registration, Community Services, Business Affairs and Data Center meet to establish guidelines	June, 1981
2. Above representatives meet to develop a single application	January, 1982
3. Above representatives meet to propose final draft of single application	February, 1982

SUCCESS INDICATORS: Development of and approval for a single admissions application for credit and non-credit courses by Spring, 1982.

COST: (Dollars, Man-hours) 40 hours

MARKETING TACTIC

ACTION FORM

TARGET MARKET: New and returning students in need of study skills and college orientation assistance	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT:

1. A college-wide faculty survey (1978) ranked "specific sessions or seminars on study skills" second on a list of ten items needed to increase student retention.
2. National research indicates that study skills assistance raises GPA and improves retention.
3. Other area colleges (No. Va., U. of Md., Montgomery College) offer a college orientation courses which focus on study skills assistance.

MARKET GOAL: To assist students in overcoming barriers to academic success through exposure to study skills assistance, career development, academic advisement.

TACTIC: To offer a College Orientation course beginning Summer, 1982.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Summer I, 1982	Assoc. Dean of Instructional Development Appointed Committee Chair	Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Appoint committee to develop College Orientation Course proposal	May, 1981
2. Committee develops course proposal	September, 1981
3. Committee establishes faculty training/certification procedure	September, 1981
4. Committee presents course for approval of: (a) Designator Division, (b) Curriculum Committee, (c) Dean of Arts and Sciences	November, 1981
5. College Orientation Course offered Summer I, 1982	Summer, 1982

SUCCESS INDICATORS:

A College Orientation course offered through Instructional Development Division in Summer I, 1982.

COST: (Dollars, Man-hours)

Utilize existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Student enrolled in Accounting 103 and Chemistry 101	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Some students take more coursework than they can handle. Attrition studies in Chemistry and Accounting found that students were unaware of the amount of time such courses demanded outside of class. Exit interviews with counselors suggest that work conflict is a major reason for withdrawal from College.

MARKET GOAL: To improve retention by informing students of the need to allow time outside of class to complete assignments in particularly rigorous courses.

TACTIC: Add to Departmental syllabi for Accounting 103 and Chemistry 101, information about the amount of out-of-class preparation time needed vis-a-vis employment schedules and leisure/family activities.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Accounting Department Chemistry Department	Retention FACT

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Departments establish committees to develop statement informing students about the amount of out-of-class preparation time needed for each course — Fall, 1981
2. Include statement on all syllabi for targeted courses — Spring, 1982

SUCCESS INDICATORS: Inclusion of statement on course syllabi and improved course completion rates after drop-add week.

COST: (Dollars, Man-hours) Utilize existing personnel and resources.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Working Professionals Seeking Career Enrichment or Career Change	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Many working professionals may need the new self-paced version of EDU 131 (Career Development).

MARKET GOAL: To recruit working professionals for career development courses by attracting prospective students to the self-paced version of EDU 131.

TACTIC: Offer a pilot version of self-paced EDU 131 through the Management Institute in Fall, 1981.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Career Development Center Management Institute	FACT

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Complete development of course model	May 20, 1981
2. Write, print promotional materials	May 20, 1981
3. Finalize arrangements with Management Institute to offer non-credit, self-paced course in Fall, 1981	May 20, 1981
4. Implement the pilot course	September, 1981
5. Evaluate the course	December 20, 1981
6. Make necessary course revisions	January, 1982

SUCCESS INDICATORS: Filling the pilot course; retention rate and student satisfaction identified through follow-up evaluation.

COST: (Dollars, Man-hours)

One part-time counselor/instructor with career development expertise and experience working with professionals is our only initial requirement to staff the pilot course. Management Institute has agreed to cover promotional costs.

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Unemployed Underemployed	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Need to explore with local business and industry, entry-level employment opportunities that recur with sufficient frequency to warrant the development of training courses or programs.

MARKET GOAL: To increase recruitment through a program which meets the needs of the unemployed/underemployed citizens of Prince George's County.

TACTIC: Review overall assessment; develop one industry to serve as a pilot to offer a program designed to prepare individuals for entry-level employment and to measure the success of the effort.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Community Services Open Enrollment Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Selection of target industry for pilot project	July, 1981
2. Develop pilot project	Fall Semester, 1981
3. Measure initial success	January, 1982
4. Expansion into other program areas if warranted	January, 1982

SUCCESS INDICATORS:

1. Ability to attract and recruit a significant segment of unemployed/underemployed
2. Acceptable number of successful program completers
3. High placement rate for program completers
4. High degree of satisfaction among employers and employees

COST: (Dollars, Man-hours)

Assessment - survey form	50 hours, minimal cost	
Program development	20-25 hours, professional assistance	$500

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Part-time Student (Continuing Education student)	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Continuing Education students exhibit a reluctance/anxiety about taking the CGP test and often fail to benefit from its guidance. Such students may select inappropriate courses and/or identify unrealistic educational goals.

MARKET GOAL: To improve retention by assisting student selection of realistic educational goals and appropriate courses to meet the goals; to increase students' chances of success and program completion.

TACTIC: (1) Send letters emphasizing the diagnostic value of the CGP test, its placement benefits and identifying convenient locations (especially at extension centers) where the test can be taken; (2) send letters to students who have taken the test notifying them of results and encouraging them to arrange a counseling session by contacting a specific counselor.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Admissions Human Development Exten. Centers & Spec. Programs	FACT

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Form advisory group with representatives from Human Devel., Admissions, Computer Center, Extension Centers & Spec. Prog.	July 15, 1981
2. Establish CGP testing at extension center locations for Fall '81	August 15, 1981
3. Offer CGP testing at selected sites from Aug. 25 to Sept. 10	
4. Identify student population that can benefit from CGP	October 15, 1981
5. Develop communication to send out to targeted population	November 15, 1981
6. Implement comprehensive program	December 10, 1981

SUCCESS INDICATORS: Increased participation in CGP testing. Improved course selection and college-wide retention.

COST: (Dollars, Man-hours)
Utilize existing personnel and resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
County Small Business Owners	

NEEDS ASSESSMENT: New businesses currently have a survival rate of less than 10% after two years. There is little to no County/Federal assistance available to small business owners to help them succeed in their entrepreneural endeavors.

MARKET GOAL: To recruit small business owners to the College by establishing a small subiness resource identity and support program.

TACTIC: Develop a program which supplies the small business community in P.G. County with a means by which they may obtain training support, information and referrals.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January 15, 1982	Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Acquire a valid, up-to-date mailing list	July 1, 1981
2. Personal contact of new small business owners for direct feedback on specific needs	August 1, 1981
3. Establish a series of 10-15 small business courses	October 1, 1981
4. Initiate a Small Business Institute concept	January 15, 1982
5. Evaluate and modify program as necessary	May 1, 1982

SUCCESS INDICATORS:
Increase in attendance by Small Business Owners in business-related courses by 25-30%.

COST: (Dollars, Man-hours)
Within current resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Military Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Many non-traditional students, especially military personnel, move frequently as a result of their tour-of-duty. They do not have the opportunity to complete residency requirements (30 SH) for a degree, although they have an abundance of credits.

MARKET GOAL: To recruit and retain military students by recognizing that credit residency requirements (30 SH) can be discriminating in the case of such non-traditional students.

TACTIC: Become a participating institution in the Serviceperson Opportunity College (SOC) Network.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1982	Special Academic Areas	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Review Serviceperson Opportunity College literature and program models	Completed
2. Make policy recommendations to Curriculum Committee	Fall, 1981
3. Establish procedures	Spring, 1982
4. Implement	Fall, 1982

SUCCESS INDICATORS:

(1) Increased enrollments at Andrews Air Force Base
(2) Increased number of military personnel who graduate

COST: (Dollars, Man-hours)

Present staff and resources are sufficient

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students with Time Conflicts	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Given family and employment time constraints, a growing number of non-traditional students will depend on the availability of flexible learning formats to complete their degree or obtain skills related to their careers.

MARKET GOAL: To increase recruitment by meeting the need for additional non-traditional delivery systems using a "Directed Learning Approach".

TACTIC: To increase the number of courses to be delivered through "Directed Learning" by developing and adapting self-contained courses such as the Open University and/or joining the "National University Consortium".

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1982	Special Academic Areas	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Form advisory committee and review current literature and models of Directed Learning Systems — November, 1981
2. Make policy recommendations — February, 1982
3. Establish program procedures — April, 1982
4. Implement pilot programs for several new delivery systems — September, 1982

SUCCESS INDICATORS: (1) Increase in current students enrolling in Directed Learning; (2) Increase in F.T.E. of part-time students; (3) Decrease in number of years/semesters to complete degree requirements; (4) Increase in part-time student transfer to four-year institutions.

COST: (Dollars, Man-hours)
Existing staff and resources sufficient with minor reallocations

MARKETING TACTIC

ACTION FORM

TARGET MARKET: First-time enrolled students	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: National research indicates that student attrition is most likely to occur during a new student's first term. Given the wide diversity of new students entering PGCC each year, the general student orientation meeting may not be responsive to the unique needs and concerns of special student groups (international, handicapped, returning women, developmental, etc.). An orientation program is needed to help such students better adapt to the demands of the first few weeks of the semester.

MARKET GOAL: To retain first-time students by providing early assistance to special student groups.

TACTIC: Implement a survival-orientated Orientation Program with special sessions designed to assist targeted student groups.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Director of College Activities	Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Appointment of Orientation Committee to develop plans for survival-oriented Fall Orientation Program	May, 1981
2. Fall Orientation Program provides specially designed sessions for targeted student groups	August, 1981
3. College Activities Office follows-up students at Orientation	Fall, 1981

SUCCESS INDICATORS:

Improved retention rates for first-time students who attended Fall Orientation.

COST: (Dollars, Man-hours)

Utilize existing resources and personnel

ACTION FORM

TARGET MARKET:	Recruitment [ ] Retention [X]
Students enrolled in courses that are cancelled	

NEEDS ASSESSMENT:
Students whose courses are cancelled for lack of sufficient enrollment may not receive notification until the middle of the first week of classes. The impersonal and/or belated notification procedure often frustrates and alienates many students. Studies indicate that such students do not add a substitute course when a class is cancelled. Note: The Extension Centers, as well as several departments, already notify such students. The policy should be college-wide.

MARKET GOAL: To assist and retain students whose course(s) are cancelled at the beginning of each semester.

TACTIC:
Implementation of a telephone notification system to students whose classes are cut within 48 hours of cancellation during the week before and after the beginning of each semester.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall 1981	Associate Deans	Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Produce class rosters with telephone numbers	August 1981
2. Schedule telephone-notification duty shifts for assigned personnel	August 1981
3. Telephone students whose classes are cancelled to provide: a. notification of cancellation b. drop/add assistance and information	August 17-28, 1981

SUCCESS INDICATORS:
Record of attempted telephone contacts with all students enrolled for cancelled classes within 48 hours of cancellation

COST: (Dollars, Man-hours)
Utilize existing personnel, equipment and supplies

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Re-entry Women	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Many non-traditional students, especially women, are hesitant about returning to college because of false perceptions about the institutions and/or their abilities to succeed.

MARKET GOAL: To recruit re-entry women students by developing special support services.

TACTIC: Establish an on-going program of "Re-entry Women Orientation" in which known fears and anxieties are addressed and the many support services of the college are featured.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Special Academic Areas and Women's Concern Committee	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Form advisory committee and review past orientation programs	August, 1981
2. Recommend policies for "Orientation Program for Re-entry Women"	October, 1981
3. Establish procedures and target dates	November, 1981
4. Implement program	January, 1982

SUCCESS INDICATORS: (1) Number of participants who participate in program;
(2) number of participants who subsequently enroll for courses;
(3) number of participants who encourage friends to attend the college.

COST: (Dollars, Man-hours)
Current staff and resources sufficient; funding could be provided through activities fee

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Professional Associations, Volunteer and Non-profit Agencies	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Recent trends in fiscal expenditures of the Federal Government indicate a fiscally-restricted environment for training in non-profit organizations and professional associations.

MARKET GOAL: To recruit students for training courses designed to meet needs of professional associations and non-profit agencies.

TACTIC: Initiate direct contact with targeted groups to assess their training needs; promote and/or develop courses to meet determined needs.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
October, 1981	Outreach Workers Management Institute Community Services	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Plan needs assessment of professional associations utilizing simple form — May, 1981
2. Direct contact by Outreach workers and Management Institute to determine needs — May, 1981
3. Pursue indications of interest with direct contact by Management Institute staff — June, 1981
4. Initiate courses designed to meet needs determined — September, 1981

SUCCESS INDICATORS: Presentation of mini-courses and/or staff training courses designed to meet the needs of professional associations and non-profit organizations.

COST: (Dollars, Man-hours)

Within allocated resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students Adding and Dropping Classes during the First Week of Class	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Admissions and Registration report that students frequently complain about the difficulty they encounter during add/drop week. They complain about waiting in long lines only to discover when they reach the terminal that the course they want to add is full or has been dropped.

MARKET GOAL: To retain students by assisting them with the add/drop procedure.

TACTIC: Provide an add/drop assistant who will provide information about section and course availability to students waiting in line to add and/or drop a class.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Records and Registration	Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Select and train add/drop assistants	Summer, 1981
2. Schedule assistant to work add/drop during first week of class	August, 1981
3. Evaluate assistance requested and given to students	Fall, 1981
4. Determine feasibility of continuing policy for subsequent semester	October, 1981

SUCCESS INDICATORS:

Fewer complaints and more efficient add/drop procedure.

COST: (Dollars, Man-hours)

Utilize existing personnel or hire part-time add/drop assistants

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Adult Students	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many non-traditional students, expecially women, have gained significant college level experience in the "workplace" and/or in volunteer organizations. This prior learnir can be evaluated/assessed and credit recommendation can be made.

MARKET GOAL: To recruit adult students by recognizing prior experiential learning.

TACTIC: Study options for evaluation/assessment of prior experiential learning for continuing education students.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Special Academic Areas Academic Deans	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) DEADLINES

1. Form advisory committee and review CAEL literature & models — November, 1981
2. Recommend policies & procedures for a pilot program — Spring, 1982

SUCCESS INDICATORS: Advisory Committee recommendations

COST: (Dollars, Man-hours)

Present staff and resources are sufficient;
$200 for materials from the Council for the Advancement of Experiential Learning (CAEL)

MARKETING TACTIC

ACTION FORM

TARGET MARKET: County and Local City Governments	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Assessments reflect a continuing requirement for management topics, supervisory skills and other human relations topics, such as interpersonal skills and sexual harassment on the job.

MARKET GOAL: To recruit County and Local Government workers by providing a variety of course offerings with qualified instructors to meet their needs and scheduling requirements.

TACTIC: Identify new trends in management topics and be prepared to meet training needs with qualified instructors.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Continue contact and training needs assessment with county/city training officers and department heads — Spring, 1981
2. Maintain and build a file of available instructors to meet client program and scheduling demands — Fall, 1981

SUCCESS INDICATORS: Quarterly requests for training by County and Local Government Agencies.

COST: (Dollars, Man-hours)

Within current resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Underemployed Clerical and General Office Workers	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: There is a need to develop an intensive educational program which will offer underemployed and unemployed residents of P.G. County the opportunity to upgrade existing skills and to develop new skills in order to find meaningful employment in business and government.

MARKET GOAL: To recruit students by providing training in areas needed by business and government.

TACTIC: To expand current word processing offerings and to develop and offer an intensive certificate career program in word processing to the target market.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Community Services Open Enrollment Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Implement the completed certificate program on campus	Fall, 1981
2. To utilize either the existing Technical Learning Center and its equipment or to equip an existing temporary building to serve as the Community Services word processing laboratory	Fall, 1981

SUCCESS INDICATORS:

(1) Establishment of on-campus center
(2) The generation of credit hours
(3) High student completion graduate placement rates
(4) Evidence of employer and employee satisfaction

COST: (Dollars, Man-hours)

Development of curriculum	$ 500.00
On-campus learning center hardware (20 students)	26,000.00

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students on Probation	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Probation students need better advisement concerning problems affecting their success in courses as measured by grade point average. Many probationary students enroll for inappropriate courses because they failed to seek the advise of counselors.

MARKET GOAL: Higher retention rate for students on academic probation as the result of better advisement and placement.

TACTIC:
Develop and implement a stronger and more controlled probation student advisement service.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Stage I: June 30, 1981 Stage II: 1981-82 year	Counseling	Student Retention

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

Stage I: (1) Develop probation interview form, (2) Revise probation letter, (3) Divide lists equally among staff, (4) Send letters, (5) Set-up appointments, (6) Generate transcripts for appointments, (7) interview students, (8) Follow-up phoning to those students not responding — February - June 22, 1981

Stage II: (1) Evaluate Spring, 1981 procedure for counseling probationary students, (2) Adjust system, (3) Repeat steps 1-7 for 1981-82 academic year — 1981-82 Academic Year

SUCCESS INDICATORS:

Positive evaluation of program by committee, staff and students upon completion.
Increased retention rates for probationary students receiving counseling.

COST: (Dollars, Man-hours)

Use present staff (no additional cost, man-hours)

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Entering and Continuing Students	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Students entering and continuing at PGCC who are undecided or unrealistically decided in their career/academic choice r eed career planning assistance, along with academic advisement, in making realistic career and academic choices.

MARKET GOAL: To significantly increase the retention rate of those students who have been identified as undecided and unrealistically decided in their career/academic choice.

TACTIC: Develop an instrument to identify which incoming and continuing students are realistically and unrealistically decided and which are undecided in their career/academic choice. Deliver needs based and differentiated career/life planning and academic advisement to students in these categories.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Model developed by October, 1981	Center for Career Development Human Development	FACT

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Develop and test an assessment instrument	July 1, 1981
2. Develop a 3 component career/life planning and academic advisement model	October 1, 1981
3. Pilot test and evaluate the model with control & test groups	February 1, 1982
4. Revise and improve the model	July 1, 1982
5. Develop implementation plan	March, 1983
6. Fully implement the system	May, 1983

SUCCESS INDICATORS: The retention rate (both within term and between term) and other success indicators to be identified of experimental groups classified as unrealistically decided and undecided is statistically significantly higher than corresponding control groups of students designed as unrealistically decided and undecided.

COST: (Dollars, Man-hours)

One full-time counselor with career/life planning expertize for three years;
750 hours of Director of Career Development time over three years (250 hours/year);
500 hours of classified staff time per year.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P. G. County Senior Citizens	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: There is a need for a Health, Exercise and Fitness Program for identified senior citizens in the southern portion of P. G. County.

MARKET GOAL: To recruit senior citizens by offering a program designed to improve health fitness of senior citizens who reside in P. G. County.

TACTIC: Establish a Health, Exercise and Fitness instructional program in the southern portion of P. G. County.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Identify suitable site	July, 1981
2. Assess existing equipment and purchase needed equipment and supplies	July, 1981
3. Identify professional leaders	July, 1981
4. Advertise program in southern portion of County	August, 1981
5. Begin program	September, 1981

SUCCESS INDICATORS: Increased enrollment; positive evaluation by participants.

COST: (Dollars, Man-hours)

Within allocated resources except for the following:
Equipment needs: dependent upon existing equipment
Personnel cost: approximately $3,300 per a 40-hour course

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Hospital and Health Care Professionals	

NEEDS ASSESSMENT: Hospital and Health Care Professionals are required to maintain certification through continuing education and new specialized courses to meet this requirement.

MARKET GOAL: To recruit health care professionals by offering mini-courses and conferences that will serve the specific continuing educational needs of this target area.

TACTIC: Develop mini-courses or conferences on current topics of concern to this specific professional or occupational group.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Community Services Allied Health Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Discuss possible areas of need with own staff in contact with health groups — April, 1981
2. Arrange for informal meetings with representatives from various groups where we might develop a program — May, 1981
3. Develop and present mini-courses and/or conferences designed to meet their continuing educational needs — September, 1981

SUCCESS INDICATORS: Active participation of target groups in mini-courses or conferences.

COST: (Dollars, Man-hours)
Within current resources.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Shopping Centers, Industrial Parks and Mini-Warehouse Facilities	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Working hours and geographic locations mitigate against sending personnel to training at the main campus. In addition, many organizations are too small to afford a single contract for their training.

MARKET GOAL: To recruit working students by providing training programs and/or conferences to those organizations in specific geographical areas not now being served by the College.

TACTIC: Develop courses and conferences tailored for the specific needs of personnel at targeted facilities.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Management Institute Institutional Research	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Compile lists of business owners and management firms involved in these types of operations — Current
2. Determine type of survey for needs assessment — May, 1981
3. Informal meetings with Chambers of Commerce, Board of Trade re: their assessment of needs for this program and utilization of their contacts — Fall, 1981
4. Contact SBA to determine their program offerings in this area — Fall, 1981
5. Make direct contact with representative segments of this market for their receptiveness of program offerings — Fall, 1981

SUCCESS INDICATORS: Enrollment of students in programs tailored for target groups' particular needs.

COST: (Dollars, Man-hours)

Within current resources.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Developmental Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Students in need of developmental courses often resist advice to take such courses because they receive no credit. Such students may eventually register for as many as nine hours of course work without receiving any credit. An alternative option is needed which can provide some academic credit and also enhance the self-esteem of developmental students.

MARKET GOAL: To improve the success and retention rate of students needing developmental courses.

TACTIC: Develop a two-hour block schedule through which Social Sciences and Humanities courses are linked with developmental English and Reading courses.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1982	Dean of Arts and Sciences	Retention

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Appoint interdisciplinary committee (developmental, humanities and social science representatives) to develop a block schedule system for developmental/credit courses — August, 1981
2. Obtain approval for proposal — December, 1981
3. Schedule and offer special block schedule sections — Fall, 1982

SUCCESS INDICATORS: Increased retention of students who take block scheduled developmental/credit courses.

COST: (Dollars, Man-hours)

Utilize existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Senior Citizens	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Many parents enrolled in classes at P.G.C.C. need child care assistance for their children in order to attend class.

MARKET GOAL: To recruit and retain students with children by training and utilizing senior citizens as child care personnel.

TACTIC: Develop and establish a training program for identified senior citizens as child care personnel.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Develop appropriate survey form to identify child care personnel	Summer, 1981
2. Set up training program for those identified senior citizens	Fall, 1981
3. Utilize the personnel	Fall, 1981

SUCCESS INDICATORS: Utilization of child care personnel by P.G.C.C. students.

COST: (Dollars, Man-hours)

Utilize Senior Citizens Office manpower.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students Entering and Students Continuing	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Students entering and continuing at P.G.C.C. who register for inappropriate courses or level of courses and too many credit hours need to become aware of (1) prerequisites, (2) course loads depending on academic standing, and (3) CGP test scores.

MARKET GOAL: To retain students by placing them in courses in which they have a reasonable chance to succeed.

TACTIC: Develop appropriate screening and placement procedures for each instructional area.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Associate Deans Computer Science Center	FACT Retention

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Each department determines appropriate prerequisites	October, 1981
2. Work out details with Computer Sciences to implement	December, 1981
3. Publicize placement procedures to students	December, 1981
4. Train terminal operators to implement screening procedures	Spring, 1982
5. Provide adequate academic and faculty advisors to assist students with options	Spring, 1982

SUCCESS INDICATORS: Higher rate of retention; higher rate of better grades; higher rate of students enrolling and passing upper level courses; more satisfaction by faculty.

COST: (Dollars, Man-hours)

Write computer program; six months staff time

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Unemployed or Underemployed in Health Service Industries	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Unemployed or underemployed residents of P.G. County need programs which will upgrade existing skills and develop new skills in order to find meaningful employment in the health care field.

MARKET GOAL: To recruit students for training as entry-level health care workers.

TACTIC: Develop courses and programs which will prepare members of target market for entry-level employment in the health care field.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Community Services Open Enrollment Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Comprise a list of agencies and organizations involved in the delivery of health care services — July, 1981
2. Survey those organizations with the intention of prioritizing programs to be offered on a non-credit basis through Community Services — July, 1981
3. Coordinate the plan with the Administration and Staff responsible for the delivery of credit curricula in Allied Health fields — December, 1981
4. Develop and offer a pilot program — January, 1982

SUCCESS INDICATORS:

(1) Attraction and recruitment of a segment of unemployed and underemployed citizens
(2) An acceptable number of successful program completers
(3) A high placement rate for program completers
(4) A high degree of satisfaction among employers and employees

COST: (Dollars, Man-hours)

Developmental - $500 (20-25 hours) per curriculum

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
P. G. County Senior Citizens	

NEEDS ASSESSMENT: There are many senior citizens who could serve P.G.C.C. as volunteers in professional and/or paraprofessional capacities. A program is needed to train and place such volunteers.

MARKET GOAL: To recruit senior citizens with professional experience who could share professional knowledge with business and industry in various capacities, such as consultants, counselors, etc.

TACTIC: Provide placement and/or training program based on survey needs assessment to recruit senior citizens into business and industry.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop appropriate survey form	August, 1981
2. Mail form to senior citizens enrolled in traditional and non-traditional courses	September, 1981
3. Identify appropriate senior citizen organizations and conduct in-person surveys	October, 1981
4. Compile and analyze results	November, 1981
5. Recruit seniors for placement and/or training program	January, 1982
6. Expansion into selected areas as prioritized by office staff	January, 1982

SUCCESS INDICATORS:

(1) Recruitment of a significant number of senior citizens for placement in selected areas

(2) A high placement rate in selected areas

COST: (Dollars, Man-hours)

$500 for development of the pilot program; additional cost to be determined after implementation of the pilot program.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: International Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The cultural differences of the International students often are the source of misunderstanding between them and the staff with whom they have initial contact.

MARKET GOAL: To increase the recruitment and retention of International students and to recruit foreign-born residents of the County by increasing services and improving the current service to those students.

TACTIC: Provide an in-service training program for staff who have initial contact with International students.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
June, 1981	Personnel Human Development Admissions	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Meet with Dr. Tayal to plan program content	April, 1981
2. Contact Foreign Students Service Council to arrange for them to provide training	May, 1981
3. Contact Personnel Officer to determine which staff will be required to attend	Fall, 1981
4. Conduct workshop	Fall, 1981

SUCCESS INDICATORS:

(1) Increased International student enrollment
(2) Improved communication with International students

COST: (Dollars, Man-hours)

Approximately $100 for services of the Foreign Students Service Council

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Underemployed and Undecided Students and County Residents	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Development of an intensive non-credit educational program is needed which will offer underemployed and undecided residents of P.G. County the opportunity to upgrade existing skills and develop new skills in order to find meaningful employment in the Data Processing industry.

MARKET GOAL: To recruit students by developing additional non-credit Data Processing courses.

TACTIC: Develop a comprehensive, intensive non-credit career program in Data Processing to meet the employment needs of target market.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
July, 1982	Community Services Open Enrollment Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Expand use of data processing equipment at Andrews Air Force Base — January, 1982
2. Implement certificate program on campus and at Andrews AFB — July, 1982
3. Utilize either existing equipment or obtain necessary equipment to meet the data processing program needs — July, 1982

SUCCESS INDICATORS:

(1) Establishment of a non-credit center at Andrews Air Force Base
(2) The generation of increased credit hours
(3) High student completion graduate placement rates
(4) Evidence of employer and employee satisfaction

COST: (Dollars, Man-hours)

Course Development - $500

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Undecided, Underemployed, Unemployed	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Many County residents and students up to this point have been unable to select a career path that provides meaningful employment.

MARKET GOAL: To recruit students by making target market aware of the programs available through Career Development and to develop additional mini-courses which are directed towards meeting the unique needs of specific populations.

TACTIC: Develop and publicize Career Development offerings to target market.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
July, 1981	Community Services Open Enrollment	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop and coordinate publications which describe and define the Career Development program	July, 1981
2. Review current needs assessment instrument to determine its applicability to general population. If appropriate, we will disseminate through existing delivery systems	July, 1981
3. Based upon the results of the needs assessment, new courses to be recommended	July, 1981
4. Development of recommended courses	ongoing

SUCCESS INDICATORS:

(1) Increased enrollments in Career Development courses
(2) Evidence of referral to credit and non-credit programs offered through P.G.C.C.

COST: (Dollars, Man-hours)

Community Services and Career Development man-hours

ACTION FORM

TARGET MARKET: Labor Unions	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: The College currently supplies little or no services for specific skills areas in many of the building trades. There appears to be a possible service area with labor unions that may be filled by the College.

MARKET GOAL: To recruit students through the development and presentation of apprenticeship courses to meet unmet training needs of Labor Unions.

TACTIC: Establish an advisory committee with local union representatives to initiate appropriate apprenticeship-type courses.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Summer, 1982	Community Services Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Meet with Dean of Career Tech to identify potential faculty participants in advisory committee	April, 1981
2. Meet with local representatives of trade unions to identify potential union participants in advisory committee	April-May, 1981
3. Assemble advisory committee to identify unmet training needs	September, 1981
4. Design, develop and present certificate/apprenticeship-type programs	Summer, 1982

SUCCESS INDICATORS: The establishment/initiation of courses designed to meet the needs of specific trade unions.

COST: (Dollars, Man-hours)

Within allocated resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students Who Leave PGCC Before Program Completion	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Two-thirds of the students who transfer to 4-year schools leave PGCC before completion of their program. Many in career fields, such as secretarial and data processing, discontinue their program upon finding employment.

MARKET GOAL: To retain students by encouraging them to complete their A.A. degree at PGCC.

TACTIC: Send letter to students when they complete 30 credits pointing out the advantages of finishing their program at PGCC (credential, small class size, low cost).

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
December, 1981	Dean of Student Affairs	Retention FACT

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Identify students completing 30 credits (Records/Computer Sciences) — September, 1981
2. Design letter (Dr. Barshay) — October, 1981
3. Print letters/ mailing labels (Dean of Student Affairs) — October, 1981
4. Mail letters (Mailroom) — December, 1981

SUCCESS INDICATORS: Higher graduation rate reflected in follow-up surveys of College entrants; higher percentage of PGCC transfers completing A.A. prior to transfer as reflected in data gathered by SBCC.

COST: (Dollars, Man-hours)

If sent to all sophomores, approximately 3,000 letters sent bulk rate
Computer program cost - $500
Postage - $125

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Non-traditional Students (Women)	

NEEDS ASSESSMENT: Non-traditional students, especially women, who move frequently as a result of their jobs or spouse's jobs, do not have the opportunity to complete residency requirements (30 S.H.) for a degree although they may have an abundancy of credit hours.

MARKET GOAL: To recruit and retain non-traditional students by recognizing that degree residency requirements can be discriminatory for such students.

TACTIC: Establish an external A.A. degree program which would eliminate or seriously reduce the number of credit hours required as residency credits.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1982	Special Academic Areas	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Form advisory committee and review external degree programs	November, 1981
2. Research and evaluate successful models	February, 1982
3. Make policy recommendations	April, 1982
4. Establish procedures	June, 1982
5. Develop staff workshop	July, 1982
6. Begin evaluation of applicants' credentials	September, 1982
7. Award external degree to first successful applicants	May, 1983

SUCCESS INDICATORS:

(1) Number of applicants who submit transcripts for evaluation
(2) Increase in number of students who graduate

COST: (Dollars, Man-hours)

Sufficient resources available

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P.G. County Senior Citizens	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Instructors in the College for the Living often need assistance in teaching.

MARKET GOAL: To recruit senior citizens as aids in existing Community Services College for the Living.

TACTIC: Develop senior citizen volunteer training program for Community Services College for the Living.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Develop appropriate survey form to identify volunteers — Summer, 1981
2. Set up training program for those identified — Fall, 1981
3. Utilize volunteers in the existing Community Services College for the Living — Fall, 1981

SUCCESS INDICATORS: Increased number of senior citizen aids in the Community Services College for the Living.

COST: (Dollars, Man-hours)

Utilize existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Legal Professions	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Legal and para-legal professionals are required to maintain and update their skills by continuing education. Courses are needed to meet this requirement.

MARKET GOAL: To recruit legal professionals by developing contacts in order to determine possible program topics for mini-courses.

TACTIC: Presentation of mini-courses targeted for this group and allied fields.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Institutional Research Community Services Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. In coordination with Institutional Research, obtain initial contacts and conduct needs assessments — April, 1981
2. Discuss needs with para-legal certificate staff and Criminal Justice Department — April-May, 1981
3. Meet with representatives from legal professions to undertake development of programs such as "Rules of Evidence" for P.G. Bar offered in past — May-June, 1981
4. Present CEU courses and conferences — September, 1981

SUCCESS INDICATORS: Initiation and development of CEU programs and conferences.

COST: (Dollars, Man-hours)

Within current resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Unemployed and Underemployed in Building Service Trades	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: There is a need to explore with local builders, contractors and building service trades entry-level opportunities that recur with sufficient frequency to warrant the development of training courses or apprenticeship programs.

MARKET GOAL: To recruit students by developing programs specifically in the areas of carpentry (including drywall, finishing, painting), plumbing, heating and air conditioning, electricity, masonry as determined by needs assessment.

TACTIC: Select one trade to serve as a pilot to offer a program designed to prepare individuals for entry-level employment in the building service trades and to measure the success of the effort.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Community Services Open Enrollment Courses	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Selection of building trade	July, 1981
2. Development of program	Fall, 1981
3. Measurement of success (initial)	January, 1982
4. Expansion into other building service trades programs if warranted	January, 1982

SUCCESS INDICATORS:

(1) Ability to attract and recruit a significant segment of unemployed/underemployed citizens in P.G. County
(2) An acceptable number of successful program completers
(3) A high placement rate for program completers; high degree of satisfaction among employers

COST: (Dollars, Man-hours)

Assessment Survey Development - $500 (20-25 hours)
Evaluation of Employee/Employer Satisfaction

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Federal Government Agencies, Including Military	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Federal Government agencies will find budgetary restraints for staff/professional development. These restraints will prohibit agencies from contracting with private consulting firms and enable public institutions such as PGCC to provide for these types of services.

MARKET GOAL: To recruit Federal agency employees in need of training.

TACTIC: Offer skills and behavioral training courses as required by Federal Government agencies within the County.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Maintain and build current ties with Federal personnel and training officers — Fall, 1981
2. Determine new requirements and trends through personal contact, government studies and publications — Fall, 1981
3. Develop courses and build instructor file targeted to supplement government training needs — Fall, 1981/ Spring, 1982

SUCCESS INDICATORS: Obtain an average of one Federal training contract per month.

COST: (Dollars, Man-hours)

Within current resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students Seeking Occupational Skills and Degree Credits	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many non-traditional students enroll in courses for the purpose of developing occupational skills. In most instances they have a dual goal: (1) of developing the skills for immediate transfer to the job site, and (2) earning credits part-time toward a degree. Programs are needed to meet these dual goals.

MARKET GOAL: To recruit students by developing programs which recognize the dual goal of non-traditional students and provide certificate programs to help accomplish those goals.

TACTIC: Develop certificate program in communications (and possibly public administration, word processing and para-legal studies) with credit and non-credit modules which address the dual goal of non-traditional students seeking part-time degrees, as well as immediate occupational skills.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1982	Special Academic Areas Academic Deans	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Form advisory committee and review student needs for certificate programs	November, 1981
2. Recommend policies and propose to curriculum committee	February, 1982
3. Establish procedures	March, 1982
4. Implement for Fall, 1982	April, 1982

SUCCESS INDICATORS:

(1) Number of students who enroll in curricula
(2) Number of Government or business organizations who sponsor employees in curricula

COST: (Dollars, Man-hours)

Current staff and resources are sufficient

MARKETING TACTIC

ACTION FORM

TARGET MARKET: New Private Businesses	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: New businesses currently have a survival rate of less than 10% during the first two years. Training courses designed to help insure the survival of private businesses are needed.

MARKET GOAL: To recruit students needing assistance in developing and maintaining private businesses in the County.

TACTIC: Develop training courses and programs to meet needs of new businesses.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Management Institute	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) DEADLINES

1. Attend Chambers of Commerce and Board of Trade meetings to meet business persons and exchange ideas for training; and continue informal contact with Chamber of Commerce presidents and Board officers — Fall, 1981
2. Keep informed of new businesses in County through County offices, press releases and local paper reports — Fall, 1981
3. Keep mailing list up-to-date — Fall, 1981
4. Continue participation in National Small Business Training Network — Fall, 1981

SUCCESS INDICATORS: Initiation of a minimum of 3 new courses per semester (6 per year) of Small Business Courses to meet needs of small business entrepreneurs which will aid in reducing the high attrition rate of small businesses.

COST: (Dollars, Man-hours)

Within current resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P. G. County Senior Citizens	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: There is a need for an instructional swimming program for P.G. County Senior Citizens.

MARKET GOAL: To recruit senior citizens by offering an instructional swimming program.

TACTIC: Develop and implement a comprehensive swimming program for senior citizens.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps, Procedures/Assignments)	DEADLINES
1. Coordinate with Physical Education Department	May, 1981
2. Negotiate suitable sites	June, 1981
3. Assess existing equipment	June, 1981
4. Recruit professional swimming instructors	June, 1981
5. Advertise	June, 1981
6. Implement	July, 1981

SUCCESS INDICATORS: Increased enrollment and positive evaluation

COST: (Dollars, Man-hours)

Instructional and possible pool rental

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P. G. County Senior Citizens	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Instructors in the Youth Arts Project classes need assistance in running the program.

MARKET GOAL: To recruit senior citizens as aids in existing Community Services Youth Arts Project.

TACTIC: Develop a senior citizen training program for the Community Services Youth Arts Program.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Senior Citizens Office	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop appropriate survey form to identify volunteers	Summer, 1981
2. Set up training program for those identified	Summer, 1981
3. Utilize volunteers in the existing Community Services Youth Arts Project	Fall, 1981

SUCCESS INDICATORS: Number of senior citizen aids in the Community Services Youth Arts Project.

COST: (Dollars, Man-hours)

Utilize existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Mentally Retarded Adults	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Courses are needed for adults with mental retardation to give them education/training in order that they may obtain better jobs, live independently and make better use of their leisure time.

MARKET GOAL: To recruit students for a mentally retarded adult program in cooperation with the Adult Retarded Citizens Association.

TACTIC: Plan, publicize and implement program for adults with mental retardation.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Community Services College for Living Coordinator	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Meet with Adult Retarded Citizens Assn. to discuss program	August, 1981
2. Utilize ARC's newsletter/mailing list to advertise courses	Aug.-Sept., 1981
3. Advertise courses through various media to reach new students	Aug.-Sept., 1981
4. Set up training program for volunteers	October, 1981
5. Contact organizations and schools for retarded to locate new instructors	August, 1981
6. Develop a comprehensive program to measure the progress of students so they can move from one level to the next	September, 1981

SUCCESS INDICATORS:

(1) Increased enrollment and more varied course offerings
(2) Location of courses in all parts of the County
(3) Evidence of mentally retarded adults functioning on their own

COST: (Dollars, Man-hours)

Current staff and resources sufficient.

ACTION FORM

TARGET MARKET: Deaf Adults	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: A need exists for courses specially designed for the hearing impaired in P. G. County.

MARKET GOAL: To recruit hearing impaired adult students.

TACTIC: Establish a program of courses for hearing impaired students taught in sign.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Community Services Sign Language Coordinator	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Meet with Demonstration Programs Director from Gallaudet to discuss courses for deaf students	June, 1981
2. Determine courses that would attract the hearing impaired	June, 1981
3. Locate instructors to teach courses in sign	June, 1981
4. Publicize in Gallaudet's Demonstration brochure	September, 1981
5. Publicize in local newspapers	September, 1981

SUCCESS INDICATORS: Increased enrollments and successful courses for the hearing impaired.

COST: (Dollars, Man-hours)

Current staff and resources sufficient.

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MARKETING TACTIC

ACTION FORM

TARGET MARKET: Students enrolled in Accounting 103 who need Accounting 100	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Many Accounting 103 students discover, after the semester has begun, that they cannot satisfactorily complete the required work. Accounting 100 was introduced as an alternative for such students, providing them with an opportunity to develop the basic foundation necessary for success in Accounting 103. Unfortunately, many Accounting 103 students do not discover their difficulty until after several weeks of the semester, frequently making transfer to Accounting 100 difficult or impossible.

MARKET GOAL: To place and retain students in Accounting 100 where they will have a better chance of succeeding.

TACTIC: On a two-semester experimental basis, several sections of Accounting 100 should be offered on a 10-week basis (4.5 class hours per week) starting after the 5th week of the semester.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982 Fall, 1982	Dean of Technical and Career Education	Student Retention Subcommittee

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Offer half of Acct. 100 as 10-week courses starting 6th week.	Spring & Fall 1982
2. Advise students in Acct. 103 of late starting Acct. 100 classes.	First 5 weeks of each Semester.
3. Evaluate students in Acct. 103 by end of 4th week to permit self-assessment.	By 4th week of each Semester.
4. Compare enrollments in special 10-week sections and regular 15-week sections.	By 6th week of each Semester.
5. Determine whether 10-week sections should continue.	October 1982

SUCCESS INDICATORS:
Overall completion rate for Accounting 100 and Accounting 103 compared to previous semesters.

COST: (Dollars, Man-hours)

Utilize existing personnel

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Evening Students	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many adult part-time students prefer to enroll in evening one-night-a-week courses. This preference may be one of the contributing factors for the growth of the Extension Centers. This scheduling approach is avoided on campus.

MARKET GOAL: To recruit additional part-time students and/or increase individual course load on the main campus.

TACTIC: Establish a class/course schedule that would be more attractive to the evening on-campus adult student by offering one-night-a-week classes.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
August, 1982	Evening and Community Ed.	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Test market one-day-a-week courses on campus in selected areas — September, 1981
2. Review response to delivery system — April, 1982
3. Schedule a variety of courses on campus using the Extension Center format — May, 1982

SUCCESS INDICATORS: Increased enrollments for the evening on-campus population.

COST: (Dollars, Man-hours)

Utilize existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Military Students	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Many non-traditional students, especially military personnel such as flight crews at AAFB, cannot attend and/or participate in regular courses.

MARKET GOAL: To recruit military personnel at AAFB by meeting the unique scheduling needs of such students.

TACTIC: Develop and make available at AAFB self-contained courses based on an independent video "directed learning" system.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Special Academic Areas	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Review current sources of video courses and examine cost factors — August, 1981
2. Develop concept and procedures for a standardized/automated testing system — October, 1981
3. Initiate courses at AAFB — January, 1982

SUCCESS INDICATORS:

(1) Increase enrollments at Andrews Air Force Base
(2) Increase number of military personnel who graduate
(3) Attract new students not previously served

COST: (Dollars, Man-hours)

Present staff and resources are sufficient

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Evening, Part-time Students	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: The eight-week format established at Andrews Air Force Base continues to draw students from the entire County. The course make-rates and the student completion rate are substantially higher than other delivery systems.

MARKET GOAL: To recruit students by offering more convenient class schedules beginning mid-term.

TACTIC: Establish eight-week course offering at on-campus and Extension Center locations.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1982	Extension Centers and Special Programs	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Schedule selected high intake courses for the Spring, 1982 semester to test market concept — September, 1981
2. Analyze the response to the new product line — April, 1982
3. Establish a College-wide mini-semester concept — May, 1982

SUCCESS INDICATORS: Increase in the number and location of eight-week courses.

COST: (Dollars, Man-hours)

Utilize existing resources.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Re-entry, Career Changer, Non-traditional Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The availability of career development services and programs has not been fully extended to Extension Centers, community sites, special programs, etc. Students attending in non-traditional delivery modes may not be aware of or benefit from existing career programs.

MARKET GOAL: To recruit and retain students by providing a more comprehensive Career Development program.

TACTIC: Expand Career Development offerings to meet needs of target groups at more places and times.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Community Services Career Development Women's Concerns	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Present Career/Life Planning Orientation at community site and Extension Centers	Fall, 1981 - Spring, 1982
2. Develop new delivery modes (mini-courses, television, newspaper, Sunday and evening classes)	Spring, 1982
3. Establish special information number	Spring, 1982
4. Establish programs with Women's Center	Spring, 1982

SUCCESS INDICATORS: Growth of new career courses and increased enrollments.

COST: (Dollars, Man-hours)

Utilize existing allocations

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Shopping Mall Customers, Personnel and Near-by Residents	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many non-traditional students are unaware and do not take advantage of the total resources, programs and services of the College.

MARKET GOAL: To recruit students by increasing visibility and delivery of the resources, programs and services of the College in shopping malls.

TACTIC: Establish extension/outreach centers in shopping center malls to provide greater visibility of the College and extend programs and services in accessible locations.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1982	Special Academic Areas Admissions	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Form an advisory committee and review existing literature and successful models	November, 1981
2. Make policy recommendations	February, 1982
3. Establish procedures for pilot program at two locations	March, 1982
4. Obtain desired locations	June, 1982
5. Staff and furnish locations	July, 1982
6. Begin operations	August, 1982

SUCCESS INDICATORS:

(1) Number of new students who participate in pilot program
(2) Number of new students who convert enrollment in existing programs
(3) Mutual gains for college and shopping center mall resulting from cooperative effort

COST: (Dollars, Man-hours)

Reallocation of funds and staff; additional expenses could be incurred if reallocation is not possible.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Continuing Education Students	Recruitment ☐ Retention ☒

NEEDS ASSESSMENT: Continuing education students in non-traditional programs such as weekender, telecredit and directed learning courses experience less physical contact with the College as a result of the delivery mode.

MARKET GOAL: To retain students by increasing the level and quality of communication between non-traditional students and the College.

TACTIC: Implement a systematic interactive communication process (word processing, computer, telephone) as an alternative delivery mode which will increase the quality and quantity of personalized contact this student has with the College.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Records and Registration Computer Sciences Special Academic Areas	FACT

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Determine communication needs of targeted students and participating faculty and establish procedures for a pilot program for Fall, 1981 — July, 1981
2. Evaluate pilot program and refine procedures — October, 1981
3. Implement interactive communications systems for Spring, 1982 — November, 1981

SUCCESS INDICATORS: Improved course retention, greater faculty and student satisfaction with communication system identified through surveys.

COST: (Dollars, Man-hours)

Utilization of existing personnel plus allocation of computer time

MARKETING TACTIC

ACTION FORM

TARGET MARKET: All Credit Program Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Many students do not know about availability of financial aid to assist with the defrayal of their educational expenses.

MARKET GOAL: To recruit and retain students by making them aware of financial aid opportunities.

TACTIC: Send mass mailing to all credit program students including financial aid program description and financial aid application.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1981	Financial Aid	

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Obtain mailing labels from Computer Sciences	April, 1981
2. Develop letter to students	April, 1981
3. Prepare packets	April, 1981
4. Mail to all credit program students	May, 1981

SUCCESS INDICATORS: Increased number of first-time recipients who are returning students.

COST: (Dollars, Man-hours)

Utilize existing budget

MARKETING TACTIC

ACTION FORM

TARGET MARKET: High Schools and Community Groups	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Many high school students and community residents are unaware of financial aid opportunities.

MARKET GOAL: To recruit students by making them aware of availability of financial aid to defray educational costs.

TACTIC: Conduct financial aid workshops for high schools and community groups between December and March 15, 1982.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
March 15, 1982	Financial Aid	

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Schedule visits to high schools and community groups	August-Dec., 1981
2. Arrange audio-visual material and equipment	October, 1981
3. Prepare materials	October, 1981
4. Conduct workshops	Spring Semester, 1982

SUCCESS INDICATORS: Increased number of students who enroll from groups and seek financial aid.

COST: (Dollars, Man-hours)

Utilize existing budget plus local travel budget

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Continuing Credit Students	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Many students attending PGCC are unaware of their eligibility for financial aid assistance. A means of communicating that message would increase awareness.

MARKET GOAL: To retain students by increasing their awareness of financial aid opportunities.

TACTIC: Show financial aid video-tape once each semester for PGCC students.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Financial Aid	

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Obtain permission from Maryland Public Broadcasting to use You Can Afford College video-tape	January, 1981
2. Schedule showings	Summer, 1981
3. Show tape	Fall, 1981 and Spring, 1982

SUCCESS INDICATORS: Video-tape showing each semester.

COST: (Dollars, Man-hours)

No cost

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P.G. County Public and Private Senior High Schools	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: College image could be improved if outstanding faculty members were able to interact with high school faculty members.

MARKET GOAL: To increase recruitment and improve College image in County high schools.

TACTIC: Schedule meetings of College faculty with high school department chairpersons, faculty, and counselors.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Admissions Associate Dean of Social Sciences	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Make appointments with department chairpersons/faculty — Fall, 1981
2. Provide workshops to discuss pros and cons of attending PGCC — November, 1981
3. Schedule high school visitations for Spring, 1982 — December, 1981

SUCCESS INDICATORS: Faculty members visits to all County high schools

COST: (Dollars, Man-hours)

Possible 2-3 hours per high school (26 schools) or a maximum of 156 man-hours (1 visit per semester)

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
High School Student Leaders	

NEEDS ASSESSMENT: An important recruitment component in the effort to expose high school SGA leaders to PGCC in the hope that many will pursue higher education at PGCC after graduation, and will encourage their friends to do the same.

MARKET GOAL: To recruit high school student leaders.

TACTIC: Host a Leadership Seminar for Secondary School Student Government Leaders at County high schools.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	College Activities Admissions	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Discuss the proposed project with Director of College Activities	February 5, 1981
2. Meet with Guidance Staff at Duval Senior High School to discuss proposed project	February 19, 1981
3. Proposed implementation of the project	March 11, 1981
4. Schedule other leadership seminars	Spring, 1981
5. Implement	Fall, 1981

SUCCESS INDICATORS: Implementation of the proposed project.

COST: (Dollars, Man-hours)

$150.00 per high school

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Women's Clubs, Civic Associations, Churches, Men's Clubs, P.G. County Businesses	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Efforts are needed to increase contact with specific community groups in Prince George's County.

MARKET GOAL: To recruit members of the community other than high school students.

TACTIC: Contact target groups through direct mail, telephone, etc., in order to make them aware of programs of study and student services available at the College.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1981	Admissions	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Develop individual letters to target group — March, 1981
2. Send letters to target groups — May, 1981

SUCCESS INDICATORS: Number of contacts and responses from target groups.

COST: (Dollars, Man-hours)

$300.00

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Secondary schools, PTA organizations	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: It has come to the attention of the Admissions Office that many parents of high school students are not aware of PGCC's programs of study and support services that are offered at the College.

MARKET GOAL: To recruit students by informing parents through presentations to PTA organizations.

TACTIC: Mail letters to PTA presidents of all P.G. County secondary schools informing each that someone from the College would be willing to come out to a PTA meeting and present an overview of PGCC programs of study and student services available at PGCC.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1981	Admissions	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Develop a letter to send to PTA presidents — March, 1981
2. Send letter to PTA presidents — May, 1981

SUCCESS INDICATORS: Number of PTA's that invite college staff to make presentations.

COST: (Dollars, Man-hours)

Utilize existing personnel and resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: P. G. County Residents	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many County residents are still unaware of what PGCC has to offer.

MARKET GOAL: To recruit County residents by making them more aware of College philosophy, goals and programs.

TACTIC: Make County residents more aware of College through various forms of media.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
May, 1981	Admissions Publications and Information	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Discuss the proposed project with the Director of College Publications and Information. Suggest certain feature stories that might enhance the College image if published by the newspapers — February, 1981
2. Present preliminary plans and a programs report to the Admissions Advisory Subcommittee for comments and/or suggestions — March, 1981
3. Propose implementation of the project — May, 1981

SUCCESS INDICATORS: Favorable responses from a well informed and educated public.

COST: (Dollars, Man-hours)

$3,000

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective students who call Admissions Office to receive information about the College	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many potential students call the Admissions Office seeking information about the College. The action taken by the Admissions staff is not recorded and data for follow-up are not collected.

MARKET GOAL: To gather information for recruiting students from those who call the College for information.

TACTIC: Develop an Admissions Tracking Form to establish a record keeping and follow-up system of prospective students calling for information about the College.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Admissions	Admissions Advisory

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop an Admissions Tracking Form and present to Admissions Advisory Subcommittee	November, 1980
2. Present a copy of the form to the Marketing Task Force for review and comments	December, 1980
3. Present final copy of form for implementation	March, 1981
4. Send follow-up letters to all students identified on Admissions tracking form	Spring, 1981
5. Identify contacted students who register for Fall, 1981	Fall, 1981

SUCCESS INDICATORS: To identify students who actually enroll at PGCC as a result of the initial contact and follow-up action by the Admissions staff.

COST: (Dollars, Man-hours)

$60.00

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Inside and Outside College Markets	

NEEDS ASSESSMENT: The College needs a consistent Corporate Image. Such an image would involve a standardized use of type and logo design, paper stock, placement of design and type elements, envelopes for business letters and larger mailings, inside and outside signage, invoices, trucks, vans and other visible elements of the College community that would have the name of the College in any context whatsoever.

MARKET GOAL: To improve recognizability of the College name and perceived "image" of the College by inside and outside publics.

TACTIC: Develop and implement a consistent Corporate Image for all public communications using the College name.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
January, 1982	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Develop proposal for review by the President's staff	July, 1981
2. Approval of Corporate Image proposal	August, 1981
3. Implementation and phase-in of proposal components	January, 1982

SUCCESS INDICATORS:
Incorporation of corporate image in all College communications and publications

COST: (Dollars, Man-hours)

Within existing budget

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective students for Community Services courses	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Many residents of P.G. County are not aware of the extent of the College's offerings in the non-credit area (including open enrollment courses, special programs, contract training, management institute and conferences).

MARKET GOAL: To recruit adults of P.G. County by making them aware of the programs and courses which are available through Community Services.

TACTIC: Develop advertising/publication methods which will better convey to the adult population of the County our current course offerings.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Summer Sessions, 1981	Publications and Information Community Services Associate Dean	Evening and Community Ed.

ACTION PLAN: (Steps/Procedures/Assignments) DEADLINES

1. Replace "traditional" semester/summer session schedules of classes with more frequent class start schedules (approximately five times per year). Summer, 1981
2. Publicize current offerings by advertising in alternate months in local newspapers with County-wide distribution (P.G. Sentinel and Journal) and in selected newspapers where publicity is called for (Bowie Blade, Capital Flyer, Laurel newsletter and Oxon Hill Times). Summer, 1981

SUCCESS INDICATORS: To increase registrations in open enrollment courses by 20% and to decrease cancellations due to low enrollments by 50%.

COST: (Dollars, Man-hours)

The goal is to keep costs within current allocations.

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Talented and Gifted Children	

NEEDS ASSESSMENT: Talented and Gifted (TAG) youth would be challenged by and benefit from an enrichment program at PGCC consisting of courses modeled after traditional credit courses but designed especially for TAG seventh through tenth graders. By drawing TAG students to the College at an early age for specialized programs, the College would be in a position to then retain such a population for regular credit offerings.

MARKET GOAL: To recruit and retain potential students by soliciting input in the assessment of community needs for additional courses for Talented and Gifted students and implement a program to meet these needs.

TACTIC: Establish regular communication with county TAG personnel and TAG parent associations for needs assessment. Communicate these needs to PGCC personnel in order to establish courses to meet such needs.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Summer, 1982	Community Services	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Meet with County TAG personnel and parent association	March, 1981
2. College personnel meet to establish legitimate course offerings	Summer, 1981
3. Prepare slide presentation for TAG parent association and TAG teachers in County schools and emphasize concurrent enrollment	Spring, 1982
4. Establish advisory council for development of new courses	Spring, 1982
5. Act as liaison between credit area and County TAG personnel to promote TAG courses in credit area	Summer, 1982

SUCCESS INDICATORS: Increase in number of Talented and Gifted students enrolled at PGCC. Increase in number of courses for Talented and Gifted students.

COST: (Dollars, Man-hours)

Within allocated resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Entering and Continuing Students	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Students entering and continuing at PGCC who are unaware of support services need to be informed of what sources are available, where they are located, and how to utilize them.

MARKET GOAL: To increase the retention rate of all students by informing and reminding them of support services, i.e., counseling, advising, financial aid, career and job development.

TACTIC: Place signs and arrows to guide the student through the process (and places) of application through registration; develop and place flyers in strategic areas; set up advisement station near the Admissions/Registration area during peak periods to work with late and untested applicants.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Publications and Information	FACT

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Create color-coded signs to be placed in Admissions, Human Development and Registration — June, 1981
2. Connect these areas by color-coded wall markings — June, 1981
3. Develop flyers for counseling/advising, financial aid and testing to be put at key points during admissions/registration process — July, 1981
4. Set up and advertise advisement station during admission/registration — August 1, 1981
5. Late applicants and those not tested will be advised before registration — August 15, 1981

SUCCESS INDICATORS:

Retention rate will be higher because students will be better informed and placed.

COST: (Dollars, Man-hours)

Materials for 3,000 flyers	$50
Floor tape	50
Signs	25

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Inside and Outside College Markets	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Standardized formats for publications increase public recognition and enhance the image of the College.

MARKET GOAL: To increase recognizability of PGCC publications.

TACTIC: Use a standardized format for the name of the College at the very top of all schedules of classes before any design considerations.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Develop standardized format for name of College	Fall, 1981
2. Utilize standardized format on all publications using College name	Spring, 1982

SUCCESS INDICATORS:

Standardized format and top billing of the College name on all publications.

COST: (Dollars, Man-hours)

Within existing budget

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Community	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: People often get lost/confused/misguided as they come on to Campus.

MARKET GOAL: To recruit students by installing signs which clearly delineate and direct prospective students to appropriate offices.

TACTIC: Install signs that improve image of College, as well as functionally assist people.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
December, 1981	Publications and Information Physical Plant Director of College Planning	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Analyze needs of drivers and walkers	July, 1981
2. Draw sign design	August, 1981
3. Give to Physical Plant for processing (cutting wood & painting)	October, 1981
4. Indicate Placement	October, 1981
5. Install signs	December, 1981

SUCCESS INDICATORS: Installation of new signs.

COST: (Dollars, Man-hours)

Utilize existing staff
$500

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Former Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: Former PGCC graduates of credit programs and other program completers (credit and non-credit certificates) are not fully aware of the many continuing educational opportunities and/or of the life-long learning concept.

MARKET GOAL: To recruit former students by advocating life-long learning as a successful concept for self-renewal, self-actualization, personal and professional growth.

TACTIC: Implement a system of personalized communication with former graduates and other program completers emphasizing the concept of life-long learning and identifying continuing educational opportunities at the College related to their known areas of interest.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
December 10, 1981	Evening and Community Ed. Publications and Information	FACT

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Develop computer file of former students not presently enrolled	July 15, 1981
2. Develop follow-up survey instrument and administer to sample of targeted population	September 15, 1981
3. Analyze survey results and determine profile of former students and life-long learning needs	October 15, 1981
4. Develop initial personalized communication for total targeted population on file and mail out	November 15, 1981

SUCCESS INDICATORS: Increase in participation and/or enrollment of former students (stop-outs, drop-outs, graduates, program completers) in current programs and services.

COST: (Dollars, Man-hours)

Utilize existing personnel plus allocation of computer time

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
Physically Handicapped Adults	

NEEDS ASSESSMENT: The physically handicapped population needs to be made aware that PGCC has the facilities to accommodate their special needs.

MARKET GOAL: To recruit the physically handicapped by making them aware of PGCC facilities geared toward the handicapped.

TACTIC: Contact physically handicapped adults through the Coordinator of Counseling for the Physically Handicapped and inform them of the facilities and services available at PGCC.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1981	Community Services Publications and Information	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) **DEADLINES**

1. Meet with Coordinator of Counseling to make plans and to identify the handicapped residents of the community
2. Design a special campus activity for handicapped residents celebrating the International Year of the Disabled
3. Advertise in publications and newsletters that serve the handicapped, as well as in local newspapers
4. Contact Director of Human Development to discuss what might be lacking in facilities for the handicapped at PGCC
5. Set up a counseling course for the physically handicapped — Spring, 1981

SUCCESS INDICATORS:

Increased enrollment of the physically handicapped; and added and improved facilities to accommodate the physically handicapped

COST: (Dollars, Man-hours)

Utilize current staff and resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: High School Students	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Research studies suggest that only one-third of high school graduates have identified realistic career goals. High school graduates need to understand how to develop realistic career goals that are appropriate to them and to the job market situation.

MARKET GOAL: To recruit P.G. County's graduating high school seniors by acquainting them with the process of Career/Life Planning and realistic decision making.

TACTIC: Develop a 90-minute Career/Life Planning program for delivery to high school students. The program to consist of a 50-minute presentation entitled "How to Choose a Career That's Right for You" followed by a half-hour tour of the Center for Career Development.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Center for Career Development Admissions Records	FACT

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Develop the presentation	June, 1981
2. Design and prepare media materials	July, 1981
3. Plan the 90-minute program	August, 1981
4. Prepare the Career Center staff	September, 1981
5. Plan the 1981-82 visitation schedule	September, 1981

SUCCESS INDICATORS: A highly motivating 90-minute career planning presentation will be delivered to senior students visiting the College as part of an organized on-campus program.

COST: (Dollars, Man-hours)

Utilize existing staff and resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Inside and Outside Publics	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: A College slogan can increase recognition and improve the College image.

MARKET GOAL: To recruit students by creating an attractive and appropriate slogan.

TACTIC: Create a College slogan for use on all ads, publications, radio and other medias whenever appropriate.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Seek input from the College community on possible slogans — Fall, 1980
2. Selection of College slogan — Spring, 1981
3. Submission of College slogan — Spring, 1981
4. Utilization of College slogan on appropriate publications and advertisements — Fall, 1981

SUCCESS INDICATORS: Utilization of College slogan on appropriate publications and advertisements.

COST: (Dollars, Man-hours)

None

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective Students	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: The College needs an effective communications system that will attract those community residents who can benefit from the College's programs.

MARKET GOAL: To recruit County residents by soliciting input for the development and implementation of a timely series of communications for established College-wide target populations.

TACTIC: Develop a time schedule and a series of communications to be sent to College-wide target populations.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Admissions Publications and Information	FACT

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Meet with representatives of Counseling, Records, Special Programs, Publications and Information and Speech and Drama to determine needs for communication — August 14, 1981
2. Determine "time-frames" for communications — August 21, 1981
3. Determine types of communication needed — September, 1981

SUCCESS INDICATORS: Timely and appropriate series of communications developed for target populations by September 18, 1981.

COST: (Dollars, Man-hours)

20 hours

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment ☐ Retention ☒
Uncommitted Students; Undeclared Majors	

NEEDS ASSESSMENT: Research suggests that a commitment to an educational or occupational goal enhances persistence. Students lacking a declared curriculum major have the lowest term-to-term retention rate at PGCC. (An estimated 37% of Fall, 1980 returned in Spring.)

MARKET GOAL: To retain students by reducing the number of Undeclared Majors to only those with short term, specific goals and help those who are undecided or confused make realistic educational decisions.

TACTIC: Advise students with Undeclared Majors of the services available to assist in the career decision-making process, via a targeted mailing to their home.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
November, 1981	Human Development Career Development Records and Registration	Retention FACT

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Identify Undeclared Majors (Records) — September, 1981
2. Prepare mailing labels (Computer Sciences) — September, 1981
3. Design/print brochure (Career Development/Publications) — October, 1981
4. Mail brochure (Mailroom) — November, 1981

SUCCESS INDICATORS: Improvement in retention rate of Undeclared Majors, or a proportional reduction in their numbers.

COST: (Dollars, Man-hours)

Printing and postage for approximately 2,500 - 3,000 brochures
Computer program - $500
Postage - $125

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Successful CETA Completers	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: Many GED students do not have marketable skills upon completion of the program. These students should be contacted and encouraged to continue their education at PGCC. Approximately 200 students per year complete the GED program through CETA. Completers of the clerical skills program enter the job market with entry-level skills. These students could be recruited to take word processing, shorthand and other courses to increase chances of upward mobility.

MARKET GOAL: To recruit CETA completers and enhance the College's image within the minority community by assessing and addressing the needs of this target market.

TACTIC: Advise CETA program completers of program offerings and other support services such as financial aid, counseling, admissions and registration.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Records and Registration; Admissions; Financial Aid; Community Services	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Secure list of students and inform them of credit and non-credit course offerings	May 15, 1981
2. Request cooperation of Admissions, Community Services, Financial Aid, Records and Registration and Human Development	June, 1981
3. Enroll students in appropriate courses	August, 1981

SUCCESS INDICATORS: Enrollment of former CETA students in credit/non-credit courses.

COST: (Dollars, Man-hours)

Cost and man-hours to be utilized within existing resources and current personnel

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
P. G. County Senior Citizens	

NEEDS ASSESSMENT: There is a need to inform senior citizens about all course offerings at PGCC.

MARKET GOAL: To recruit senior citizens into traditional and non-traditional courses, as well as increase enrollment in existing programs specially designed for senior citizens.

TACTIC: Develop a video-tape of senior citizens in existing programs such as credit courses, open enrollment courses and courses specially designed for senior citizens.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Senior Citizens Office Publications and Information	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Identify courses to be video-taped	April, 1981
2. Develop a narrative	July, 1981
3. Market video-tape to appropriate audiences	September, 1981

SUCCESS INDICATORS: Substantial increase in senior citizen enrollment in total College programs.

COST: (Dollars, Man-hours)

Within allocated resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Inside and Outside College Markets	

NEEDS ASSESSMENT: A standardized typeface would increase the instant recognition of the College name.

MARKET GOAL: To promote the College with a standardized format.

TACTIC: Use standardized typeface (Clarendon) on all official publications using the name of the College.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Examination of possible typeface choices	Fall, 1980
2. Presentation of selected typeface to Marketing Task Force	Spring, 1981
3. Use typeface on all official College publications	Fall, 1981

SUCCESS INDICATORS: Use of selected standardized typeface on College publications.

COST: (Dollars, Man-hours)

None

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Federal/County/Business Organizations	

NEEDS ASSESSMENT: Communications with above markets are far too infrequent. The expansion of some additional types of dialogue with the business community on a more frequent basis will help integrate institutional capabilities with corporate and Government needs.

MARKET GOAL: To recruit students and meet needs of target market through increased contact.

TACTIC: Create a schedule of direct mailing, personal contacts and the like which will occur on a bi-monthly basis for target market constituents.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Management Institute Publications and Information	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Acquire a clean, valid mailing list of contacts — July, 1981
2. Identify organizations with more than 100 employees; have a College representative hand deliver and reinforce upcoming events appropriate to their needs — September, 1981
3. Integrate, when appropriate, services of other College divisions and upcoming events — September, 1981

SUCCESS INDICATORS: Contact with 100% of businesses and Government agencies a minimum of six times a year, with an outcome of 15% active participants.

COST: (Dollars, Man-hours)

Within existing resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [X]
Inside and Outside College Publics	

NEEDS ASSESSMENT: A College logo can increase recognition of College name and enhance College image.

MARKET GOAL: To recruit and retain students by enhancing the College's image.

TACTIC: Develop College logo to be used on all printed material.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments) DEADLINES

1. Examination of possible logos — Fall, 1980
2. Selection of logo which reflects a positive College image — Spring, 1981
3. Use of College logo on appropriate material — Fall, 1981

SUCCESS INDICATORS: Use of College logo on College material.

COST: (Dollars, Man-hours)

None

MARKETING TACTIC

ACTION FORM

TARGET MARKET:	Recruitment [X] Retention [ ]
Families with Children (Grades 2 - 10)	

NEEDS ASSESSMENT: Between work schedules and the need for child care, adults have difficulty taking Community College courses. Coordination of adult and youth courses is needed so that families can learn concurrently at PGCC.

MARKET GOAL: To recruit adult students by scheduling youth and adult courses at the same times.

TACTIC: Coordinate and publicize youth and adult courses in compatible time frames (credit and non-credit). Market the concept of family concurrent enrollment.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Community Services Publications and Information	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Compile schedule of youth and adult classes in same time frame - flyers	Summer, 1981
2. Create theme for concept of concurrent enrollment	Spring, 1982
3. Timely news releases to generate interest in concept	Spring, 1982
4. Request coverage of concept - feature story	Spring, 1982
5. Future space in credit catalogue	Spring, 1982
6. Market to private as well as public educational sectors	Spring, 1982

SUCCESS INDICATORS:

(1) Response to "family plan" concept
(2) Increased enrollments in targeted courses
(3) Families attending together

COST: (Dollars, Man-hours)

Flyers - 5,000

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Community	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The billboard facing Rt. 202 does not receive enough visibility.

MARKET GOAL: To increase awareness of College events and activities.

TACTIC: Place new sign on corner of Rt. 202 and Campus Way South.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Publications and Information Physical Plant	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Contact Physical Plant re: specifications of sign	Fall, 1981
2. Contact County Permit and Licenses re: proper distances	Fall, 1981
3. Prepare bid specifications	Spring, 1982
4. Install new sign	Spring, 1982

SUCCESS INDICATORS: Increased response of general public to notices.

COST: (Dollars, Man-hours)

$5,000

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Community	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: High visibility is needed for people who are not aware of College facilities and programs.

MARKET GOAL: To publicize the College for the entire community in a unique way.

TACTIC: Co-sponsor sports event (10 kilometer race) with local radio station.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Fall, 1981	Publications and Information	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Contact local radio stations to obtain co-sponsor	Summer, 1981
2. Schedule race beginning and ending at PGCC	Summer, 1981
3. Publicize event	Fall, 1981
4. Supervise and sponsor race	Fall, 1981

SUCCESS INDICATORS: Large number of participants and observers of race.

COST: (Dollars, Man-hours)

$500

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Hispanics, Indo-Chinese, and Other Minorities not Actively Serviced by the College	Recruitment ☒ Retention ☐

NEEDS ASSESSMENT: Media communication, specialized brochures, flyers, public service announcements and other forms of communication are needed for specific student populations such as Hispanics, Refugees, and other minorities that are currently not being actively serviced by the College.

MARKET GOAL: To recruit foreign and minority targets by increasing their awareness of services and programs offered by the College.

TACTIC: Develop specialized forms of communication targeted for specific group (Hispanics, Indo-Chinese, other minorities).

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
August, 1981	Extension Centers Publications and Information	Admissions Advisory Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Discuss the proposed project with the Director of College Publications and Information — March, 1981
2. Present preliminary plans and a progress report to the Admissions Advisory Subcommittee — April, 1981
3. Present a final report to the Subcommittee — May, 1981
4. Propose implementation of the project — August, 1981

SUCCESS INDICATORS: Implementation of the proposed project.

COST: (Dollars, Man-hours)

Utilize existing resources; 120 man-hours

MARKETING TACTIC

ACTION FORM

TARGET MARKET: College Community and County Residents	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: There is little opportunity to share all aspects of the College with the College community and the County residents.

MARKET GOAL: To provide a greater awareness of College programs, activities and its people.

TACTIC: Sponsor a one-day, College-wide fair.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Publications and Information College Activities	Public Relations

ACTION PLAN: (Steps/Procedures/Assignments) DEADLINES

1. Contact each Department for input and setting up a display — Fall, 1981
2. Plan, organize, coordinate College Fair — Fall, 1981
3. Supervise Fair — Spring, 1982

SUCCESS INDICATORS: The number of people who attend the Fair.

COST: (Dollars, Man-hours)

Possible overtime salaries for some classified employees;
$2,000 - promotional/printed materials

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Youth Arts Project	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: There are very few College events made available to youth between grades 3 through 10 with exposure to and educational experiences in visual and performing arts that augment the programs offered in the public school system.

MARKET GOAL: To increase awareness of Art offerings for Youth between grades 3 - 10.

TACTIC: Create a specific network of communications with the public and private sector germane to the Arts and Arts Education.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Summer, 1981	Community Services Publications and Information	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. General news releases to media	March, 1981
2. Meet with school and community groups	Monthly
3. Coordinate PR assignments with current County happenings	Continuous
4. Refine slide-tape presentation and increase mailing list	March, 1981
5. Establish an advisory board derived from public and private sectors	Summer, 1981

SUCCESS INDICATORS: Response to programs and new courses developed.

COST: (Dollars, Man-hours)

Within allocated resources

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Former MANDAT Students of Morgan State University	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: For several years Morgan State University offered a wide range of management courses to residents of the Model Cities area of the County. Most of these people do not have degrees, although many are employed in positions in which these courses were useful. It may be that a degree awarded by PGCC would assist in upward mobility opportunities. The MANDAT program closed in January, 1981.

MARKET GOAL: To continue enhancing the College's image with the minority population in the County by enrolling former Morgan State students and further increasing the percentage of degree-seeking minority students at PGCC.

TACTIC: Contact Morgan to secure mailing list of former students and invite the students to have their course work evaluated for transfer to one or more of our degree programs.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Admissions Human Development Evening and Community Ed.	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Secure mailing list from Morgan and make student contacts — May-June, 1981
2. Request cooperation from the Admissions and Human Development offices to evaluate student records — June, 1981
3. Enroll students in program of study for completion of degree — July-August, 1981

SUCCESS INDICATORS: Evidence of student enrollment as a result of this plan.

COST: (Dollars, Man-hours)

Within existing resources and current personnel

MARKETING TACTIC

ACTION FORM

TARGET MARKET: PROCESS	Recruitment /X/ Retention /X/

NEEDS ASSESSMENT: The successful implementation of a Marketing Plan requires campus-wide involvement. Through the continuation of a marketing committee or task force, implementation can be monitored. In addition, new ideas and strategies can be generated which will make Prince George's Community College more fully responsive to the needs and desires of its community.

MARKET GOAL: To facilitate further development of marketing strategies for the College.

TACTIC: Continue the Marketing Task Force.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
August, 1981	President	Marketing Task Force

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Appoint Marketing Task Force members with particular emphasis on faculty participation — August, 1981
2. Appoint chairpersons (one of Deans chairing 1980-81 Task Force and Dean of Technical and Career Ed. or Arts & Sciences) — August, 1981
3. Charge Task Force to develop limited number of prioritized instructional and retention strategies — August, 1981

SUCCESS INDICATORS: Creation, appointment and charge of 1981-82 Marketing Task Force

COST: (Dollars, Man-hours)

Dependent on Task Force Charge

MARKETING TACTIC

ACTION FORM

TARGET MARKET: PROCESS (Classified Staff)	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The Classified Staff has a great deal of direct contact with students and certainly has an influence on student recruitment and retention. While individual offices offer specific training for their unique circumstances, "common" information is needed by all classified employees, regardless of grade, office or division. Topics might include Ideal vs. Actual Student Experiences, An Attitude of Service, Telephone Manners, Understanding and Dealing with Upset Students, Communications, etc.

MARKET GOAL: To retain students by providing better information and services through the Classified Staff.

TACTIC: Implementation of an Orientation program for all full- and part-time Classified Staff members on a regular basis.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
Spring, 1982	Director of Personnel President, CSO	Retention

ACTION PLAN: (Steps/Procedures/Assignments) — DEADLINES

1. Establish Classified Staff Orientation Committee — Fall, 1981
2. Plan full- and part-time Classified Staff Orientation on selected common topic(s) — Fall, 1981
3. Implement Orientation — Spring, 1982

SUCCESS INDICATORS:

Implementation of Classified Staff Orientation program for Fall, 1981

COST: (Dollars, Man-hours)

Utilize existing personnel

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Prospective Cable Television Subscribers	Recruitment [X] Retention [ ]

NEEDS ASSESSMENT: As Cable Television Service is extended throughout the County new non-traditional students will be eligible for courses, services and programs of the College.

MARKET GOAL: To recognize and develop policies for Cable Communications as a new delivery system for courses, services and programs.

TACTIC: To establish an advisory committee to establish policies within the College for the development of Cable Communications and its related activities.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
September, 1981	Special Academic Areas	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)	DEADLINES
1. Campus advisory committee will review options	June, 1981
2. Advisory committee will develop priorities and establish policies	July, 1981
3. Priorities, policies and future action given campus-wide visibility	August, 1981

SUCCESS INDICATORS:

(1) Extent to which campus community is aware of Cable Communications potential;
(2) Extent to which an adaptive process is undertaken for delivery of courses, services and programs (FY 1982 and FY 1983)

COST: (Dollars, Man-hours)

Initially, current staff and resources are sufficient; plus, reallocation of some resources in near future

MARKETING TACTIC

ACTION FORM

TARGET MARKET: Returning Women Students	Recruitment [X] Retention [X]

NEEDS ASSESSMENT: The growing number of women who enroll at the College need an operational unit which can provide support and guidance in the area of women's concerns.

MARKET GOAL: To recruit and retain returning women by recognizing their unique needs and assisting them in program completion.

TACTIC: Institutionalize the "Women's Concerns Committee" and make additional funds available to carry out its functions.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
March, 1982	Dean of Evening and Community Ed.	Continuing Education

ACTION PLAN: (Steps/Procedures/Assignments)

	DEADLINES
1. Women's Concerns Committee completes a self-study on function and operation	October, 1981
2. Committee develops policies	November, 1981
3. Committee develops procedures and budget	February, 1982
4. Unit becomes operational	March, 1982

SUCCESS INDICATORS:

(1) Quality and quantity of services and programs provided
(2) Level of participation by women students
(3) Increase in new women students attracted to College

COST: (Dollars, Man-hours)

Present staff and funding through Student Activity fee and College Activities budget.

MARKETING TACTIC

ACTION FORM

TARGET MARKET: PROCESS	Recruitment [ ] Retention [X]

NEEDS ASSESSMENT: Retention materials have been discussed in recent years and strategies have been recommended at PGCC. An assessment is needed to determine if the recommended strategies have had an impact on retention at the College and also to determine the College's awareness of retention strategies and continued problems.

MARKET GOAL: To inform the College community about the development of retention strategies. To assess the impact of retention strategies.

TACTIC: Retention workshop for faculty and administrators as part of the Fall, 1981 Orientation Program.

COMPLETION DATE	OFFICE RESPONSIBLE	SUBCOMMITTEE
August, 1981	Extension Centers and Special Programs	Retention

ACTION PLAN: (Steps/Procedures/Assignments) — **DEADLINES**

1. Discuss the proposed workshop with the Student Retention Subcommittee — April, 1981
2. Present a final report of the proposed workshop and proposed implementation — May, 1981

SUCCESS INDICATORS:

(1) Implementation of the proposed workshop
(2) Number of faculty and administrators participating in the workshop
(3) Assessment of evaluations and recommendations as a result of the workshop

COST: (Dollars, Man-hours)

Man-hours - 120
Cost can be absorbed in current budget allocations

APPENDIX B
PROMOTION CALENDAR
1981-1982

July	1	
August	2	
September	3	
October	4	
November	5	
December	6	
January	7	
February	8	
March	9	
April	10	
May	11	
June	12	

PROMOTION CALENDAR - JULY 1981

PAID ADVERTISING

39 Ads for Fall Registration - Largo Campus
9 Ads for Fall Extension Centers Registration

PUBLICITY*

News Releases & PSA's (Public Service Announcements) on Fall Registration.
News Releases on Students Making Spring Semester Dean's List.
News & Photo Releases on new SGB Officers.
News & Photo Releases on New Board of Trustees Members & Officers.
PSA's on Fall Theatre Production.
PSA's on August Art Gallery Exhibit.
News Releases for Mayors Newsletters on Fall Registration.
News Releases on Annual Soccer Alumni Contest & Soccer Tryouts.
News Releases on Summer Youth Program.
News Releases on Shopping Malls Recruitment.
News Releases on Basketball School.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.
1,000 Newsletters Distributed at Andrews Air Force Base.

PERSONAL CONTACTS

Staff Information Booths 450 Hours at 6 Shopping Malls.
Presentation to Laurel Business and Professional Women's Club.
Presentation to South Gate Lions Club.
Presentation to G.S.A. Employees in Washington, D.C.
Presentation to Geico Employees in Chevy Chase.
Community Outreach Representatives contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Fall Semester Class Schedule to 230,000 Homes.
Post Card on Fall Registration to 35,000 Homes.
Weekend College Brochure to 4,500 Homes.
August Activities Calendar to 14,000 Homes.
Admissions Letter to 700 County Organizations & Civic Groups.
August-September Community Services Class Schedule to 60,000 Homes.
Extension Centers & Special Program Brochures to 37,000 Homes.
Telecredit/Directed Learning Brochures to 4,500 Homes.

CAMPUS VISITS

County-wide Shopping Mall Managers Luncheon.

* News & Photo Releases sent to 30 Newspapers & PSA's sent to 42 Radio and TV Stations.

PROMOTION CALENDAR - AUGUST 1981

PAID ADVERTISING

24 Ads for Fall Registration - Largo Campus.
15 Ads for Extension Centers, Weekend College, Telecredit & Directed Learning Registration.

PUBLICITY

News Releases & PSA's for Fall Registration - Largo Campus.
News Releases & PSA's on New Fall Credit Courses.
News Releases on September Board of Trustees Meeting.
News Releases & PSA's on Career Development/Life Planning.
News Releases & PSA's on August-September Community Services and Management Institute Courses.
Targeted Area News Releases & PSA's for Extension Centers, Weekend College, Telecredit & Directed Learning.
News Releases & PSA's on Movies for the Deaf.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.
Deliver Materials to 13 High Schools.
3,000 Newsletters Distributed to Students at Extesnion Centers.

PERSONAL CONTACTS

Staff Information Booths 450 Hours at 6 Shopping Malls.
Career Planning Promotion at Landover Mall.
Career Planning Promotion at Iverson Mall.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Orientation Brochure to 6,000 New Day & Evening Students.
September Activities Calendar to 14,000 Homes.
Fourth Promotion Letter to 9,000 High School Graduates.
August Art Exhibit Flyers to 1,700 Homes.

CAMPUS VISITS

Open House on Largo Campus for Community Residents Interested in Telecredit, Directed Learning & Weekend College.

PROMOTION CALENDAR - SEPTEMBER 1981

PAID ADVERTISING

3 Ads for Second Eight-Weeks Courses at Andrews Air Force Base.

PUBLICITY

News Releases & PSA's on Coffee Hour Lectures.
News & Photo Releases & PSA's on October Theatre Production.
News Releases on October Board of Trustees Meeting.
News & Photo Releases & PSA's on October Art Gallery Exhibit.
News Releases on Weekend College & Management Institute.
News Releases & PSA's on Career Planning Workshops.
News Releases & PSA's on Services for the Deaf.
News & Photo Releases & PSA's on Community Services Developmental Clinic.
News Releases & PSA's on Second Eight-Weeks Courses at Andrews Air Force Base.
Feature Human Interest Story.
News Releases on Speakers Bureau.
News Releases & PSA's on a Technical Program.
News Releases & PSA's on Community Chorus.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.
Deliver Materials to 15 High Schools.
3,000 Newsletters to all Registered Extension Centers Students.

PERSONAL CONTACTS

Meet with Guidance Counselors of 13 High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

October-December Community Services Schedule to 60,000 Homes.
October Activities Calendar to 14,000 Homes.
First Promotion Letter to 9,000 High School Seniors.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
September Art Exhibit Flyers to 1,700 Homes.
October Theatre Production Flyers to 4,500 Homes.
October Art Exhibit Flyers to 1,700 Homes

CAMPUS VISITS

Elementary School Career Exploration Visit.
High School/College Faculty Articulation Meeting.

PROMOTION CALENDAR - OCTOBER 1981

PAID ADVERTISING

2 Ads for Veterans Recruitment
Distribution of 81 Almanac Magazine to 9,000 High School Seniors.

PUBLICITY

News & Photo Releases & PSA's for November Theatre Production.
News Releases & PSA's on Spring Registration.
News & Photo Releases & PSA's on Fall Student Art Exhibit.
News & Photo Releases on Community Band.
News Releases & PSA's on Career Development Workshops.
News Releases & PSA's on Second Eight-Weeks, Weekend College, Management Institute & Community Services Courses.
News Releases on November Board of Trustees Meeting.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.
Deliver Materials to 7 High Schools.
3,000 Newsletters Distributed to all Extension Centers Students.

PERSONAL CONTACTS

Assembly Meetings with Seniors at 12 High Schools.
Meet with Guidance Counselors at 15 High Schools.
Meet with High School PTA.
Participate in National College Career Fair in D.C.
Staff Information Booths 150 Hours at 6 Shopping Malls.
Presentation to Columbia Park Civic Association.
P.G. College Days at Landover Mall.
P.G. College Days at Iverson Mall.
College Career Fair at Oxon Hill Library.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Post Card on Spring Registration to 35,000 Homes.
November Activities Calendar to 14,000 Homes.
Flyer to All Women over Age 22 on Returning Women's Conference.
Speakers Bureau Brochure to 250 County Churches, PTA's, Civic Groups & Organizations.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
November Student Art Exhibit Flyers to 1,700 Homes.

CAMPUS VISITS

Returning Women's Conference for Women Over Age 22.
P.G. County Council & P.G. Legislative Delegation.
High School Leadership Conference for Parkdale High School.
High School P.T.A. Officers
High School/College Faculty Articulation Meeting.

PROMOTION CALENDAR - NOVEMBER 1981

PAID ADVERTISING

2 Ads in High School Yearbooks and Program Booklets.
2 Ads in Community Program Brochures (e.g. Rotary).

PUBLICITY

News & Photo Releases & PSA's on Fall Student Art Exhibit.
News Releases & PSA's on New Credit & Non-Credit Courses for Spring Semester.
News Releases on Spring Registration Dates.
News Releases on Management Institute Courses for Spring Semester.
News Releases on December Board of Trustees Meeting.
News Releases & PSA's on Womens Lecture Series.
News & Photo Releases & PSA's on December Theatre Production.
News Releases on Real Estate & Weekend College Courses.
3,000 Newsletters to Extension Centers Students.

PERSONAL CONTACTS

Assembly Meetings with Seniors at 15 High Schools.
Career College Night at Bowie High School.
Career College Night at High Point High School.
Staff Information Booth 540 Hours at 6 Shopping Malls.
P.G. Community College Days at P.G. Plaza Shopping Mall.
Meet with High School P.T.A.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Spring Schedule of Credit Courses to 230,000 Homes.
Registration Post Cards to 35,000 Eligible Enrollees.
December Activities Calendar to 14,000 Homes.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
Christmas Concert Flyers to 5,500 Homes.
December Theatre Production Flyers to 4,500 Homes.

CAMPUS VISITS

Washington Metropolitan Newspaper Editors.
Leadership Seminar for DuVal High School Leaders.
High School Newspaper Workshop for High School Editors & Advisors.
High School/College Faculty Articulation Meeting.
Womens' Fair -- P.G. County Commission on Women.

PROMOTION CALENDAR - DECEMBER 1981

PAID ADVERTISING

10 Ads for Spring Semester Registration - Largo Campus.
9 Ads for Spring Extension Centers, Telecredit, Weekend and Directed Learning Courses.

PUBLICITY

News Releases & PSA's on New Courses for Spring Semester.
News Releases & PSA's on Off-Campus Courses for Spring Semester.
News Releases & PSA's on Spring Semester Registration Dates.
News Releases on Spring Semester Weekend College, Telecredit and Management Institute Courses.
News & Photo Releases on December Nurses' Pinning Ceremony.
Feature Story & Photo Releases on a Student.
News & Photo Releases on Scholarship Recipients.
News Releases & PSA's on Speakers Bureau.
News Releases on Concurrent College/High School Enrollment Opportunities.
News Releases on January Board of Trustees Meeting.
News & Photo Releases & PSA's on January Theatre Production.
News Releases on Debate Tournament.
News & Photo Releases and PSA's on January Art Exhibit.
News & Photo Releases on Fall Sports Achievements.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.
3,000 Newsletters to Extension Centers Students.

PERSONAL CONTACTS

Staff Information Booths 270 Hours at 6 Shopping Malls.
Family Financial Aid Seminars at 3 High Schools.
Assembly Meetings with Seniors at 3 High Schools.
Community Outreach Representatives Contact 20 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

January-March Community Services Class Schedule to 60,000 Homes.
January Activities Calendar to 14,000 Homes.
3,500 Letters to Returning Women.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
4,500 Letters to Currently Enrolled Extension Centers, Telecredit, Weekend & Directed Learning Students.

CAMPUS VISITS

Executive Board of 5 P.G. County Business and Professional Women's Groups.
Leadership Conference for High School Leaders.

PROMOTION CALENDAR - JANUARY 1982

PAID ADVERTISING

20 Ads for Spring Registration - Largo Campus.
9 Ads for Extension Centers, Telecredit, Weekend College, and Directed Learning Registration.

PUBLICITY

News Releases & PSA's on Spring Semester Registration Dates.
News Releases & PSA's on Community Services Courses.
News & Photo Releases on Nurses' Pinning Ceremony.
News Releases on February Board of Trustees Meeting.
News Releases & PSA's on Career Life Planning Workshops.
News & Photo Releases & PSA's on February Art Gallery Exhibit.
News Releases & PSA's on Concert.
News Releases & PSA's on Debate Tournament.
News Releases on Late Registration On and Off-Campus.
News Releases & PSA's on Management Institute.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Staff Information Booths 180 Hours at 6 Shopping Malls.
Family Financial Aid Seminars at 10 High Schools.
Assembly Meetings with Juniors & Seniors at 12 High Schools.
Career Day for 4 Junior High Schools.
Meet with High School P.T.A.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Second Promotion Letter to 9,000 High School Seniors.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
President's Annual Report to 5,000 County Agencies & Businesses.
February Activities Calendar to 14,000 Homes.
Letters to 700 County Organizations & Civic Groups.
January Alumni Art Exhibit Flyers to 1,700 Homes.

CAMPUS VISIT

Representative Barbers and Beauticians.
2 Leadership Conferences for High School Leaders.
High School Counselors Workshop for 60 Counselors.

PROMOTION CALENDAR - FEBRUARY 1982

PAID ADVERTISING

3 Ads for Second Eight-Weeks Courses at Andrews Air Force Base.

PUBLICITY

News Releases & PSA's on Second Eight-Weeks Courses for Spring Semester.
News Releases & PSA's on Weekend College and Management Institute.
News Releases & PSA's on Spring Semester Music Events.
News & Photo Releases & PSA's on March Theatre Production Auditions.
News & Photo Releases & PSA's on Faculty Art Show.
News Releases on March Board of Trustees Meeting.
News Releases & PSA's on College Career Fair.
News Releases on Golden Age Conference for Senior Citizens.
News Releases on Board of Trustees Scholarship Program.
News & Photo Releases & PSA's on March Music Recital.
News Releases & PSA's on Community Services Courses.
News Releases & PSA's on Career Development Program.
News Releases on Recipients of Andrew Quattrocchi Athletic Scholarship.
News & Photo Releases & PSA's on Dinner Theatre.
News Releases on Classified Staff Service Awards.
3,000 Newsletters to Extension Centers Students.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Family Financial Aid Seminars at 10 High Schools.
Assemblies for High School Juniors & Seniors at 12 High Schools.
P.G. Community College Night at Parkdale High School & DuVall High School.
Meet with High School P.T.A.
Career Day for 4 Junior High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

March-May Community Services Class Schedule to 100,000 Homes.
March Activities Calendar to 14,000 Homes.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
March Faculty Art Exhibit Flyers to 1,700 Homes.
March Opera Flyers to 4,500 Homes.

CAMPUS VISITS

Executive Boards of Chamber of Commerce & Board of Trade.
Leadership Seminar for High School Leaders.
Mayors of all County Municipalities.
High School/College Faculty Articulation Meeting.

PROMOTION CALENDAR - MARCH 1982

PAID ADVERTISING

1 Ad Bowling Alley Score Sheets.

PUBLICITY

News Releases on April-May Community Services Courses.
News & Photo Releases & PSA's on April Theatre Production.
News Releases on College Career Fair.
News Releases on April Board of Trustees Meeting.
News & Photo Releases on March Art Gallery Exhibit.
News & Photo Releases & PSA's on April Student Art Show.
News & Photo Releases on Winter Sports Achievements.
News Releases on Community College Week.
News Releases on Summer School Courses.
News Releases on Senior Citizens Programs.
News Releases & PSA's on Concert Band.
News & Photo Releases on April Health Fair.
News Releases on Career Development Programs.
Feature Story on Community Services Coffee Hour Lectures.
News & Photo Releases & PSA's on a Technical Program.
News Releases & PSA's on Weekend College & Management Institute.
News Releases on Golden Age Conference for Senior Citizens.
3,000 Newsletters to Extension Centers Students.
Delivery of Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Assemblies for Juniors & Seniors at 19 High Schools.
Family Financial Aid Seminars at 2 High Schools.
C.G.P. Tests Administered in 20 High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Post Card on Summer School & Fall Registration to 35,000 Eligible Enrollees.
April Activities Calendar to 14,000 Homes.
Counselors Bulletin to 200 Junior & Senior High School Counselors.
April Art Gallery Exhibit Flyer to 1,700 Homes.
April Theatre Production Flyer to 4,500 Homes.
April Dinner Theatre Flyer to 4,500 Homes.

CAMPUS VISITS

P.G. Board of Realtors.
1,300 Senior Citizens for Golden Age Conference.
14,000 High School Juniors, Seniors & Parents for College/Career Fair.
Leadership Seminar for High School Student Leaders.
High School/College Faculty Articulation Meeting.

PROMOTION CALENDAR - APRIL 1982

PAID ADVERTISING

9 Ads for Summer Session Registration.

PUBLICITY

News Releases & PSA's on Summer School Registration.
News Releases on Commencement.
News Releases on May Board of Trustees Meeting.
News Releases & PSA's on May-June Community Services Courses.
Follow-Up News Releases on College Career Fair.
Painted Banner in Student Center for Summer School Registration.
News & Photo Releases on Student Art Show.
News Releases & PSA's on Community Services Coffee Hours.
News Releases & PSA's on Weekend College & Management Institute.
News & Photo Releases & PSA's Announcing Peter B. Miraglia Music Scholarship.
News & Photo Releases on Technical Programs.
3,000 Newsletters to Extension Centers Students.
Deliver Materials to 25 Brochure Stands at Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Counselors & Advisors Visit 17 High Schools for C.G.P. Test Interpretation, Registration Advisement & Scheduling.
Assemblies for High School Juniors & Seniors at 5 High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches, & Civic Organizations.

DIRECT MAIL

Summer School Flyer to 9,000 High School Seniors.
Summer School Class Schedule to 35,000 Homes.
May Activities Calendar to 14,000 Homes.
May-July Community Services Class Schedule to 60,000 Homes.
Special Issue of OWL Student Newspaper to High School Seniors.
May Student Art Exhibit Flyer to 1,700 Homes.
May Chorus Club Concer Flyer to 5,500 Homes.

CAMPUS VISITS

P.G. County Medical/Dental Groups.
Lions or Rotary Clubs.
High School Seniors from 13 High Schools.
High School/College Faculty Articulation Meeting.

PROMOTION CALENDAR - MAY 1982

PAID ADVERTISING

8 Ads for Summer Sessions Registration.

PUBLICITY

News Releases & PSA's on Summer Sessions Credit & Non-Credit Registration.
News & Photo Releases on Music Scholarship Recipients.
News Releases on New Courses for Summer Sessions.
News & Photo Releases on Commencement.
News & Photo Releases on Spring Sports Achievements.
News & Photo Releases on Nurses' Pinning Ceremony.
News & Photo Releases on Board of Trustees Scholarship Winners.
News Releases & PSA's on Children's Developmental Clinic.
3,000 Newsletters to Extension Centers Students.
Deliver materials to 25 Brochure Stands in County Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Staff Information Booths 30 Hours at 6 Shopping Malls.
Counselors & Advisors Visit 3 High Schools for C.G.P. Test Interpretation, Registration Advisement & Scheduling.
Assemblies for Juniors in 5 High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Financial Aid Information & Applications to 14,000 Currently Enrolled Credit Students.
Counselors Bulletin to 200 Junior & Senior High School Counselors.

CAMPUS VISITS

High School Principals & Counselors for Board of Trustees Scholarship Awards Luncheon.
One-Day College Fair for the Community.

OCT 30 1981
ERIC Clearinghouse for Junior Colleges
96 Powell Library Building
University of California
Los Angeles, California 90024

PROMOTION CALENDAR - JUNE 1982

PAID ADVERTISING

10 Ads for Summer Sessions Registration.

PUBLICITY

News Releases & PSA's on Registration for Summer Session II.
News Releases on July Board of Trustees Meeting.
News Releases and PSA's on Fall Semester Courses.
News Releases on Fine Arts Camps.
News Releases & PSA's on Senior Citizens Lectures.
News Releases on Shopping Mall Recruitment Fairs.
News Releases on Summer Session I Enrollment.
News & Photo Releases & PSA's for July Theatre Production.
News Releases on Management Institute.
News & Photo Releases on Board of Trustees Scholarship Recipients.
1,000 Newsletters Distributed at Andrews Air Force Base.
Distribute Posters in the Community for Fall Semester Registration.
Deliver Material to 25 Brochure Stands in Libraries, Stores, Education Centers & Banks.

PERSONAL CONTACTS

Staff Information Booths 30 Hours at 6 Shopping Malls.
Assemblies for Juniors at 3 High Schools.
Community Outreach Representatives Contact 35 County Agencies, Apartment Complexes, Churches & Civic Organizations.

DIRECT MAIL

Post Card from Records Office to 35,000 Eligible Enrollees for Fall Semester.

CAMPUS VISITS